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SAN FRANCISCO
STATIONERS

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VOL. CIV—No. 13

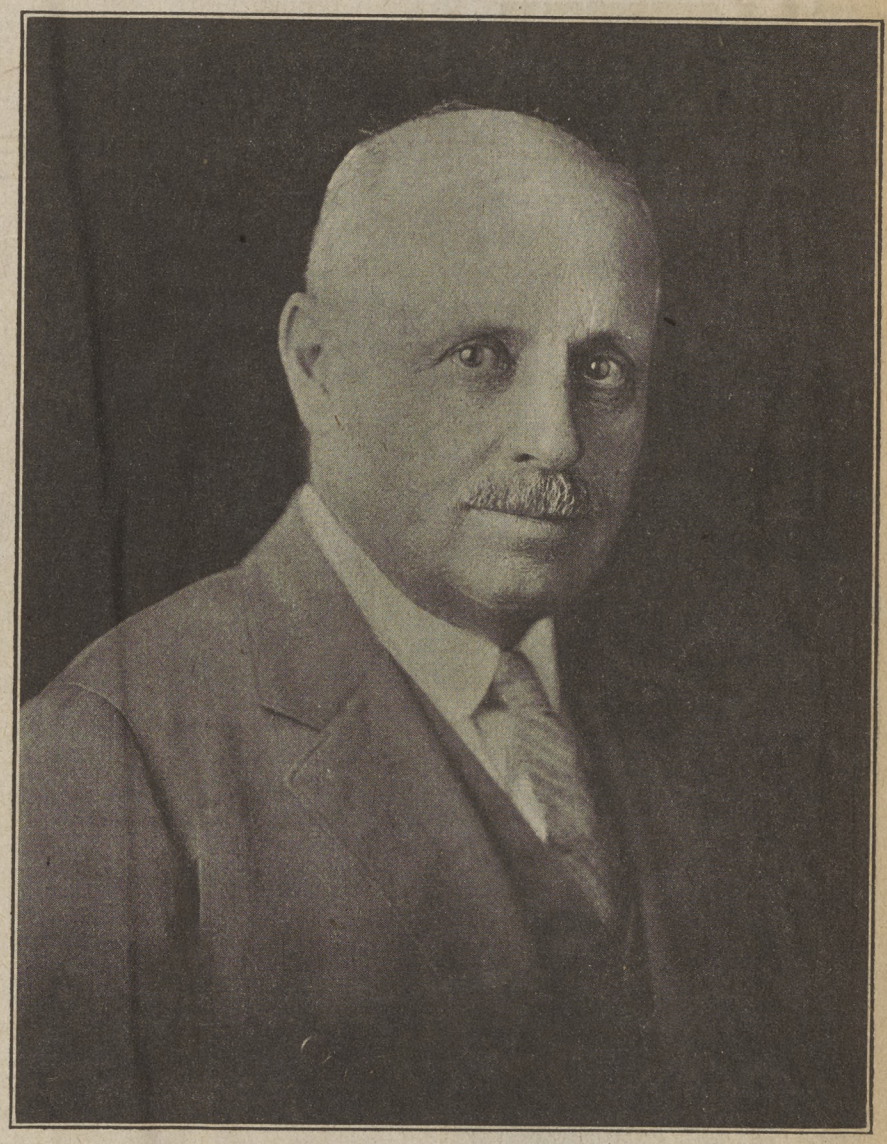
THE PACIFIC RURAL PRESS

Fifty-Second Year

SAN FRANCISCO — September 23, 1922 — LOS ANGELES

IF ANY man has shot more big ideas into the outlook for California production and worked harder for their realization than has George C. Roeding, his name must have dropped out of our card-index of such matters. We have known most of the men who have done big things in California during the last half-century, but only a few of them well enough to stand them up against each other for measurement. We knew some of them as pioneers, when we were a kid whom they ought to have spanked and we know others who are now young and bumptious—whom we ought to have spanked harder when we had the chance—and we count both of these mishaps as among the lost opportunities of our considerably drawn-out life. But with George C. Roeding, it is different: when we first knew him, about 1885, he was the champion heavy-weight in some high school, and we had no yearning to tackle him in a disciplinary way, and now that he is grown up we are only scared that he will tackle us. However, we have been waiting some time to get even with George—for he wrote us once that he "liked our writing but never could tell whether we were praising or slamming him." We are going to give him one more chance to find out.

About 1885, when George was of about the age and description which have been indicated, his father, desiring to rescue him from being developed into a social skyscraper by the San Francisco flappers of that day, staked him out among the horn-toads and hawk-moths of the Fresno plains and established a nursery for him to grow up in. As we remember, it only took George a year or two to get his bearings, to fire all the nurses generously provided by his father and run the plant-breeding outfit himself. Such was the gait he struck at the beginning and he has kept it up for thirty-odd years: first annexing nearly all the valley nurseries that competed with him and more recently reaching over the coast range and annexing the largest establishment in the coast region and establishing others elsewhere in the state, until he now ranks as the plant propagator par excellence, in extenso et varietibus, of California.



George C. Roeding of San Francisco.

Out of the many big ideas which Mr. Roeding has conceived and put over we can only hint at three, for this page is a strictly limited affair. First, while he pursued the nursery business for his own personal success he never overlooked the fact that it is a business in which all interested in it are also involved and that it is a business which underlies the greatest industry of the State, that of fruit production. In pursuit of this conception he has done more than any other man to promote co-operative organization of nurserymen, to popularize knowledge about fruit-growing and packing, by his voluminous writings and speakings, and to command interest and fair treatment for plant growing and plant products among non-producing Californians—all the way from the state capitol to the push-cart. The second of Mr. Roeding's big ideas was to add to his plans and efforts as a plant-grower the undertakings of an original investigator and a patron of research by others, and in that line he has done things and helped others to do things most unique and original in their characters and most significant in our horticultural progress.. The third of Mr. Roeding's big ideas was to do things purely and simply for the good of the people—wholly apart from his business purposes and his scientific ambition. In this line he began at home by the gift of Reoding Park to Fresno—with which no valley town can compare in possession of a factor for beautification and the higher life of its citizenship. And finally his devoted service to the state as president of the State Agricultural Society and as Regent of the University of California are only among the tokens of his concrete patriotism and his love of his fellowmen.

A NEW IDEA IN OLIVE PRODUCTION BY MR. ROEDING,—SEE PAGE 319.

Pacific Rural Press, September 23, 1922

California vs. Mediterranean for Olive Honors.

By Geo. C. Roeding, Pres. Cal. Nursery Co.

IN SPITE of all that has been accomplished in the way of exploiting and developing the olive industry in California, from the growing of the fruit to its ultimate place in the atmosphere of trade and commerce, it must be admitted that as an industry it is still largely in the making. Its development has not been without obstacles and disappointments, often due to a want of proper methods in handling the crop at the growing end and the intelligent preparation of the product as a food or relish in the human dietary. If the truth must be told olive products appeal to the Latin races rather than the Anglo-Saxon, and in trying to place the industry on a sound basis, it is just barely possible that our efforts have not always been in consonance with the demands of consumers. In addition there are certain economic factors that militate against a maximum consumption of California olive products in our domestic economy. Chief among these must be mentioned the competition for like products represented in the large annual imports from abroad which even invade the home market in California. To be sure we are allowed some protection in the way of an import duty, but this of itself is not enough to insure our markets, and possibly will never be sufficiently severe to shut out foreign olive products. Another factor is the cost of California labor and distribution: two items on which the foreign olive has the "edge" over the California producers. Then there is always the unknown increment of other oils and relishes reducing consumption purely on a basis of cost to the ultimate consumer, and finally there is the fact already mentioned, that olive products are a household article among the Latin races, while with the Anglo-Saxon it is more of a luxury—treated as a condiment of relish rather than as a fundamental article of food. And this, it seems to the writer, is the crux in the olive industry as it stands today. It is not so much a question of production as it is the exploitation and development of a much larger consumption. While the position of nutritive and medicinal values is perfectly tenable and based on facts, it nevertheless is failing to build up a large and lucrative commerce in California olive products; a condition that is inimical to the grower and a handicap to the packer and shipper.

The olive situation will become somewhat classified if we will look at its present outstanding features. According to J. J. Hoey, the efficient secretary of the State Olive Growers' Association, the total output of green pickled olives in California for 1921 was approximately 15,000 gallons; of salt-cured (dried) olives, 85 tons; of olive oil, 140,000 gallons; of ripe pickled olives 240,000 cases of 24 quarts each or 144,000 gallons; a total of rather small proportions as compared to the total population of the country. But what of the imports from Europe?

In 1919 we imported, according to the Federal Bureau of Commerce, 8,301,890 gallons of table olive oil, and for the same period 3,907,710 gallons of green and salt-cured olives—the figures are not segregated so as to show the exact volume of each. For 1921 the figures are 1,986,625 gallons of olives for the first five months; after this date the probable amount is quoted in values, the sum being for the remaining seven months $1,097,793; for the same year the Bureau reports the imports of olive oil at 6,601,099 gallons. Figures covering the past seven months of 1922 are not available, but it is fair to assume that they are correspondingly large. In the light of these facts it must be obvious to even the most obtuse, that California olive products still have their spurs to win in the domestic markets, even those not so dreadfully far distant from the regions where olives grow and the industry is seeking a profitable existence.

Ripe pickled olives are not a commercial product in the olive-growing sections of Europe, hence these large foreign importations represent "green goods" in every sense of the word. That their presence is legion is shown by the fact that they have become a feature on the shelves of all leading grocers and delicatessen stores, in the exclusive clubs and in the leading restaurants and hotels of this country from New York to San Francisco and from St. Paul to New Orleans. In the light of prevailing conditions in the California olive industry this is a somewhat stupendous fact to think about. Indeed, it looks very much as though the foreign growers and exporters had joined hands with the American importers and "put one over us" but dumping a volume of olive products on our markets, the effect of which is no small matter. In other words, the foreign product to the tune of thousands of tons "got by" while we were resting serenely at the olive switch in California. We have been "playing up" out superior ripe pickled olive while the "green goods" take the market. Why?

Two factors arise here. Is the green product being "forced" by advertising and an alluring price to consumers, or are we failing to give the American olive eaters what they want? Did it ever occur to you that these pickled green olives are eaten as a relish rather than as a part of a regular meal? And did the fact ever occur that the production of green olives involves less labor, less risk and a much smaller cost from every point of view than the handling and manipulation of ripe pickled olives? That even their growing involves less labor, care and risk? That the green olive can be harvested before the approach of danger from biting frost? That to supply the American market with green pickled olives always affords the grower an opportunity to sell 100 per cent of his crop No argument is here presented as to their nutritive values nor is anything intimated as to their desirability over the ripe; the one telling fact remains, however, that there is a large and profitable demand for green pickled olives in this country, which rightfully belongs to California, and should be supplied by our olive growers. We will allow that the demand for California ripe pickled olives is healthy; we will allow that the market for California olive oil is a growing one; but that only adds a zest to the proposition that to supply the domestic demand for green pickled olives is to greatly enlarge the market for this orchard product and thus strengthen the industry at a point where it is weak. It has been pretty well demonstrated that if the grower is to receive commensurate prices for his crop of ripe olives; if the manufacturer is to command remunerative receipts for the cost of processing and shrinkage involved, the product must sell at correspondingly higher prices. Automatically these conditions give the ripe olive a place among the luxuries, where they are beyond the purchasing power of the masses. This somewhat restricts demand, but if the grower and manufacturers will combine the green fruit with the ripe, he at once broadens his market by the addition of another olive product, the advantages of which are a lower price to the consumer. Allowing for the green pickled olive, we have four olive products: green and ripe pickles, dried salted olives and olive oil, which affords a wider opportunity to realize on this crop.

European labor is much less than California labor, likewise transportation charges from California points to the Atlantic seaboard costs more than from the Mediterranean regions to New York; the material represented in the care and maintenance of European groves costs less there than similar charges in California. All these conditions are somewhat negative to the prosperity of the California olive industry. But there is a silver lining to the olive clouds. The present import duties are 40 cents per gallon on bulk oil and 59 cents when in small containers; that on salt-cured (dried) fruit is 3 cents per pound and on green pickled olives 25 cents per gallon. In the revised bill now before Congress the duty on bulk oil is placed at 50 cents per gallon, and in small containers at 60 cents; for cured olives 4 cents per pound and for green pickles 20 cents per gallon. Should this become law, which seems quite probable at this writing it will afford encouragement for olive growers to maintain their orchards in good growing condition, because affording an assurance of remunerative prices. The jobber and manufacturer will also be encouraged by a more secure market for his product.

Now allowing for these elemental facts, why should not the California olive industry supply this immense market for green olives? Why allow the foreign product to dwarf the California olive business and retard its development and vitiate its economic importance? Since the manipulation of the green olive is less expensive, involves less risk, and is a recognized article of trans-Atlantic commerce, why not utilize a goodly portion of opening up a new avenue for a large consumption for a new product which would materially strengthen the industry and place it on a sounder footing? To ask the question only suggests the only answer: let's do it!

In this connection it is refreshing to know that many of the bearing olive orchards in California are distinctly pickling varieties; that others are of a dual nature, possessing qualities which, though possibly not of the best, are still admirably adapted to the manufacture of green olives; and finally we have those sorts that are essentially oil varieties. In lieu of these facts, we already have a large acreage in bearing olive trees producing fruit ready to be manufactured into commercial forms of green pickled olives, for which there is a demand in the American markets; or why these imported ones, to which reference has already been made?

In conclusion it must be admitted that the olive industry during its commercial development has met with some obstacles, not only from the growers' point of view, but also from that of the packer and jobber. Foreign competition is a force, which will have to be met on the ground of quality and price. The new tariff rate will accord some relief, but not enough of itself to shut out foreign importation, hence the fundamental thing is to maintain the industry upon a profitable basis along conservative lines, and to increase its products and its future markets in every way possible. Improved methods and appliances that will cheapen production; the broadening of markets in accordance with changing economic conditions by means of publicity campaigns along educational lines; and finally by securing to the American olive growers the American market for pickled green olives. Can it be done? If we can command the American market for raisins, walnuts almonds and other fruit products, it is equally feasible to do so for this product. Initiative and vision, courage and judgment will win here as they have elsewhere. But for the present, the pity of it, Horatio, is that the prowess of the foreign olive interests, combined with initiative and vision of the American importers, have, for the time being, supplied the American markets with an olive product that should have been of California origin in which case the industry would have been in a much stronger position than it now is.

A Glimpse of a Bearing Olive Orchard.

PRUNE MARKET NOW AGGRESSIVE.

Fully 60 to 70 per cent of the 192 crop of California prunes has already been sold, as estimated by the California Prune and Apricot Growers' Association September 2. This led the Association to predict that the entire crop will be shipped from the Coast early next spring. There is no carry-over of any kind from the 192 crop; England has purchased only a small percentage of her normal requirements, and the American markets have not bought as much as usual up to date. Last year, with a crop over 200,000,000 pounds California had a carry-over of nearly 100,000,000 pounds up to July. The Association has booked all the orders for Sunsweet quality that they could put out during September, October, and November and therefore withdrew from the market on this quality September 11. On that date they expected to withdraw within a few days on their Growers' brand, which normally sells one-quarter cent less per pound than the Sunsweet brand. A heavy volume of business has been booked on the cartons and cans so that an extra plant has been equipped to fill this business and opening prices on cartons and cans have been raised. These require the fancy sizes; and the increased business is expected to compel the Association soon to withdraw those sizes from the general markets.

Make Gardens in a Garden Spot

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FRESNO CAL. REPUBLICAN—12
NOVEMBER 18, 1923

P—3
Make Gardens in a Garden Spot

P—7
The Importance of a Good Lawn

P.—15
Rose Culture

P.—16
#1e

EXPERT ADVOCATES BEAUTIFICATION OF HOME SURROUNDINGS

...active As Southern ... Selection Of ... Planted

..., Fresno

...KE OFTEN MADE

...of the most common mis... the bringing in and plant... trees and shrubs that are ...itable to the climatic condi... that exist here. Landscape ...ects from the coast counties ...brought in countless numbers ...ubs and planted them in the ... grounds and public parks ... discouraging results. Many ...ies of ornamentals that thrive ...o well along the coast simply ...up in the heat of our sum... or freeze in the winter. With... doubt this kind of planting has ... more to retard the beautify... ...f this Valley than anything ... To get the desired results ...hould consult with experienced ... who have made a study of ... conditions and who know what ... grow and what will not. ... planting the home grounds the ...ion and varieties of plants ...ld be considered above every... ...g else. Do not let your persona... ...e cause you to plant anything ... does not completely harmoniz... the surroundings. Tall grow... ...trees, such as cedars, Casuarina ...wood, cypress, Escallonia, dif... ...nt varieties of Melaleuca, olean... ..., Crataegus and similar type... ...uld be planted in the backgroun... ...le the lower growing shrubs ...h as myrtle, Oregon grape, Nan... ...a, broom, heather, Raphiolepis ...ning bush, Christmas berrie... ...d strawberry trees, should b... ...nted in the foreground. Do no... ...wd your plantings. Crowdin... ...nts is a common mistake mad... the amateur planter and a jun... like appearance is the result o... ...ch plantings. Some of the park... our neighboring towns are th... sults of this kind of planting ...udy the habits of the plants an... ...ace them accordingly, alway... ...ving them enough room to de... ...lop.

...HERE TO PLANT

Small growing shrubs like th... ...andina, Oregon grape, burnin... ...ush and broom should not b... ...lanted closer than six to eight fee... ...apart. Never plant shrubber... closer than two or three feet t... a building or lawn. When plantin... trees along sidewalks and avenue... it is best to plant the same variet... that your neighbor has. If ther... are no other trees planted selec... a good type and endeavor to ha... your neighbors plant the same, thus keeping the planting uniform. As we all know, a uniform setting of street trees is one of the greatest assets a city can have. Sycamores, elms and poplars make splendid street and avenue trees. Shrubs like the Evonymus and Crataegus are suitable for planting between the sidewalk and curb. Low spreading trees or palms are often planted along the sidewalks. This is a common mistake and planters should avoid the practice. The planting of fruit trees along the sidewalks has proven to be very unsatisfactory, as passersby will invariably damage the trees in trying to get the fruit.

IMPROVE FARM YARDS

The farmers can also improve the appearance of their front yards by the planting of ornamentals in preference to fruit trees and vines. Have you ever thought, as you were passing along a country road what a transformation could be wrought by the planting of ornamentals-Conifers grouped near the buildings or planted in the lawns help to bring about a wonderful change in the appearance of a landscape. Italian cypress planted in front of pillars and flowering shrubs that harmonize with the surroundings will completely change the appearance of a place and the cost is practically nothing. Many of the farmers of today are beginning to realize the value of beautifying their home grounds and it is the consensus of opinion that it will be only a matter of a few years until the country homes are as beautiful as those of the city.

If we are to beautify this Valley we must select and plant the varieties of ornamentals that are suitable to the climatic and soil conditions that exist here; and the way we started 40 years ago and with the new plantings now going on, we will soon span the time lost to this work and in a few years we hope to see our Valley ahead of southern California.

...Kearney ave... such drives s... ments to the ... plantings and gi... what a beautiful ... have been had these ... continued. There is ... onstration of what c... when you consider tha... park in Fresno was noth... than a bare sandhill 18 ye... Today, as you all know, th... is the most beautiful spot b... Los Angeles and Golden Gate ...

If we are to make the San J... quin valley compare with Los A... geles we must continue to plan... ornamental trees and plants, giving thought to varieties that are suitable to the location, and not plant in a haphazardly manner.

...Most of us ... lective cou... rare; now ... spicuous o... soil product... The prese... horticultura... thirty-seven ... of which are superb and unique in character. County exhibits are the spokes of the State Exposition wheel, which complete the picture and make it in fact as well as in name a State institution.

This leads me to suggest that every effort to continue the work now so well started and under way, so that eventually this great exposition held in Sacramento will give a place to every county in the State.

...with faith, energy and courage, have made the present one of the best and most complete expositions of the sixty-seven that have preceded it; complete in its several departments and possessing a quality that gives it rank as one of the most complete expositions of soil products in the West. To prove this only requires a careful inspection, which I hope every reader of The Bee will certainly do before its doors are closed.

...perative to have some plan, no matter how small the area to be planted. For the average home grounds a moment's consultation with any well-informed nurseryman will elicit the desired information; where the planting scheme is more extensive and elaborate, the services of a landscape engineer should be secured.

...evaporation. Maintain a degree of moisture, rendering the soil crumb... ...any of the famous "courts," ... ...promises shall not be surpassed ... a modern "garden court," which he ... plans to build upon it immediately ... property has already perfected his ... last week. The purchaser of this ... 2033 Virginia st., was consummated ... Virginia street to E. G. Ogle of ... and 115 feet on the south side of ... the east side of Shattuck avenue ... of the corner, fronting 303 feet on ...

The sale by the Fergusson Estate

California vs. Mediterranean for Olive Honors.

By Geo. C. Roeding, Pres. Cal. Nursery Co.

IN SPITE of all that has been accomplished in the way of exploiting and developing the olive industry in California, from the growing of the fruit to its ultimate place in the atmosphere of trade and commerce, it must be admitted that as an industry it is still largely in the making. Its development has not been without obstacles and disappointments, often due to a want of proper methods in handling the crop at the growing end and the intelligent preparation of the product as a food or relish in the human dietary. If the truth must be told olive products appeal to the Latin races rather than the Anglo-Saxon, and in trying to place the industry on a sound basis, it is just barely possible that our efforts have not always been in consonance with the demands of consumers. In addition there are certain economic factors that militate against a maximum consumption of California olive products in our domestic economy. Chief among these must be mentioned the competition for like products represented in the large annual imports from abroad which even invade the home market in California. To be sure we are allowed some protection in the way of an import duty, but this of itself is not enough to insure our markets, and possibly will never be sufficiently severe to shut out foreign olive products. Another factor is the cost of California labor and distribution: two items on which the foreign olive has the "edge" over the California producers. Then there is always the unknown increment of other oils and relishes reducing consumption purely on a basis of cost to the ultimate consumer, and finally there is the fact already mentioned, that olive products are a household article among the Latin races, while with the Anglo-Saxon it is more of a luxury—treated as a condiment of relish rather than as a fundamental article of food. And this, it seems to the writer, is the crux in the olive industry as it stands today. It is not so much a question of production as it is the exploitation and development of a much larger consumption. While the position of nutritive and medicinal values is perfectly tenable and based on facts, it nevertheless is failing to build up a large and lucrative commerce in California olive products; a condition that is inimical to the grower and a handicap to the packer and shipper.

The olive situation will become somewhat classified if we will look at its present outstanding features. According to J. J. Hoey, the efficient secretary of the State Olive Growers' Association, the total output of green pickled olives in California for 1921 was approximately 15,000 gallons; of salt-cured (dried) olives, 85 tons; of olive oil, 140,000 gallons; of ripe pickled olives 240,000 cases of 24 quarts each or 144,000 gallons; a total of rather small proportions as compared to the total population of the country. But what of the imports from Europe?

In 1919 we imported, according to the Federal Bureau of Commerce, 8,301,890 gallons of table olive oil, and for the same period 3,907,710 gallons of green and salt-cured olives—the figures are not segregated so as to show the exact volume of each. For 1921 the figures are 1,986,625 gallons of olives for the first five months; after this date the probable amount is quoted in values, the sum being for the remaining seven months $1,097,793; for the same year the Bureau reports the imports of olive oil at 6,601,099 gallons. Figures covering the past seven months of 1922 are not available, but it is fair to assume that they are correspondingly large. In the light of these facts it must be obvious to even the most obtuse, that California olive products still have their spurs to win in the domestic markets, even those not so dreadfully far distant from the regions where olives grow and the industry is seeking a profitable existence.

Ripe pickled olives are not a commercial product in the olive-growing sections of Europe, hence these large foreign importations represent "green goods" in every sense of the word. That their presence is legion is shown by the fact that they have become a feature on the shelves of all leading grocers and delicatessen stores, in the exclusive clubs and in the leading restaurants and hotels of this country from New York to San Francisco and from St. Paul to New Orleans. In the light of prevailing conditions in the California olive industry this is a somewhat stupendous fact to think about. Indeed, it looks very much as though the foreign growers and exporters had joined hands with the American importers and "put one over us" but dumping a volume of olive products on our markets, the effect of which is no small matter. In other words, the foreign product to the tune of thousands of tons "got by" while we were resting serenely at the olive switch in California. We have been "playing up" out superior ripe pickled olive while the "green goods" take the market. Why?

A Glimpse of a Bearing Olive Orchard.

Two factors arise here. Is the green product being "forced" by advertising and an alluring price to consumers, or are we failing to give the American olive eaters what they want? Did it ever occur to you that these pickled green olives are eaten as a relish rather than as a part of a regular meal? And did the fact ever occur that the production of green olives involves less labor, less risk and a much smaller cost from every point of view than the handling and manipulation of ripe pickled olives? That even their growing involves less labor, care and risk? That the green olive can be harvested before the approach of danger from biting frost? That to supply the American market with green pickled olives always affords the grower an opportunity to sell 100 per cent of his crop No argument is here presented as to their nutritive values nor is anything intimated as to their desirability over the ripe; the one telling fact remains, however, that there is a large and profitable demand for green pickled olives in this country, which rightfully belongs to California, and should be supplied by our olive growers. We will allow that the demand for California ripe pickled olives is healthy; we will allow that the market for California olive oil is a growing one; but that only adds a zest to the proposition that to supply the domestic demand for green pickled olives is to greatly enlarge the market for this orchard product and thus strengthen the industry at a point where it is weak. It has been pretty well demonstrated that if the grower is to receive commensurate prices for his crop of ripe olives; if the manufacturer is to command remunerative receipts for the cost of processing and shrinkage involved, the product must sell at correspondingly higher prices. Automatically these conditions give the ripe olive a place among the luxuries, where they are beyond the purchasing power of the masses. This somewhat restricts demand, but if the grower and manufacturers will combine the green fruit with the ripe, he at once broadens his market by the addition of another olive product, the advantages of which are a lower price to the consumer. Allowing for the green pickled olive, we ha… ducts: green and r… salted olives and ol… fords a wider oppo… on this crop.

European labor i… California labor, lik… tion charges from C… the Atlantic seaboa… from the Mediterr… New York; the ma… in the care and mai… pean groves costs … similar charges i… these conditions … tive to the prospe… olive industry. … lining to the oliv… ent import dutie… gallon on bulk oi… in small containe… (dried) fruit is 3… on green pickled… gallon. In the … fore Congress th… placed at 50 cen… small container… cured olives 4 … for green pickles… Should this beco… quite probable a… afford encourage… ers to maintai… good growing … affording an ass… tive prices. The… turer will also … more secure m… for his product.

Now allowing for these elemental facts, why should not the California olive industry supply this immense market for green olives? Why allow the foreign product to dwarf the California olive business and retard its development and vitiate its economic importance? Since the manipulation of the green olive is less expensive, involves less risk, and is a recognized article of trans-Atlantic commerce, why not utilize a goodly portion of opening up a new avenue for a large consumption for a new product which would materially strengthen the industry and place it on a sounder footing? To ask the question only suggests the only answer: let's do it!

In this connection it is refreshing to know that many of the bearing olive orchards in California are distinctly pickling varieties; that others are of a dual nature, possessing qualities which, though possibly not of the best, are still admirably adapted to the manufacture of green olives; and finally we have those sorts that are essentially oil varieties. In lieu of these facts, we already have a large acreage in bearing olive trees producing fruit ready to be manufactured into commercial forms of green pickled olives, for which there is a demand in the American markets, or why these imported ones, to which reference has already been made?

In conclusion it must be admitted that the olive industry during its commercial development has met with some obstacles, not only from the growers' point of view, but also from that of the packer and jobber. Fur… … force, which will … the ground o… The new tariff … me relief, but not … shut out foreign … the fundamental … tain the industry … basis along con… d to increase its … future markets in … Improved meth… that will cheapen … adening of markets … changing economic … ons by means of … y campaigns along … onal lines; and fin… securing to the … an olive growers … nerican market for … green olives. Can … done? If we can … nd the American … for raisins, wal… lmonds and other … roducts, it is equa… sible to do so … product. Initiati… ision, courage a… ent will win here … ave elsewhere. … present, the pity … ratio, is that it … ss of the foreg… interests, combi… nitiative and vis… American impor… ave, for the time … upplied the Amer… arkets with an o… ct that should ha… of California orig… which case the indus… ve been in a much strong… than it now is.

PRUNE MARKET NOW AGGRESSIVE.

Fully 60 to 70 per cent of the 1… crop of California prunes has alre… been sold, as estimated by the Ca… fornia Prune and Apricot Grow… Association September 2. This le… the Association to predict that the … tire crop will be shipped from … Coast early next spring. There is … carry-over of any kind from the … crop; England has purchased only … small percentage of her normal … quirements, and the American m… kets have not bought as much … usual up to date. Last year, wh… crop over 200,000,000 pounds Cali… nia had a carry-over of nearly … 000,000 pounds up to July. The As… ciation has booked all the orders … Sunsweet quality that they could … out during September, October, … November and therefore withd… from the market on this quality … tember 11. On that date they expe… to withdraw within a few days … their Growers' brand, which norma… sells one-quarter cent less per po… than the Sunsweet brand. A he… volume of business has been boo… on the cartons and cans so that … extra plant has been equipped to … this business and opening prices … cartons and cans have been rai… These require the fancy sizes; and … increased business is expected to c… pel the Association soon to withdr… those sizes from the general mar…

Make Gardens in a Garden Spot

FRESNO CAL. REPUBLICAN—120
NOVEMBER 18, 1923

EXPERT ADVOCATES BEAUTIFICATION OF HOME SURROUNDINGS

Valley Can Be Made As Attractive As Southern California By Care In Selection Of Varieties To Be Planted

20

By E. G. NOLTE,
Fancher Creek Nurseries, Fresno

The subejct of beautifying the home grounds and surroundings has been considered more in the past two or three years than ever before. The planting and improving of homes and avenues in southern California and the San Joaquin valley started about 40 years ago. While Southern California has gone steadily ahead with this work the San Joaquin valley has done practically nothing along these lines for a period of about 25 years. The people of the San Joaquin are just beginning to realize that more should be done to beautify this Valley.

The southern part of the state is noted throughout the country for its beautiful drives and homes. Tourists from all over the world travel to Los Angeles because they have heard of its wondrous beauty. They avoid this great Valley, however, having heard that it is a barren waste and the heat is unbearable on the highways in the daytime. This Valley would now be a virtual paradise had the people continued to plant the avenues and parks as they once started. In place of beautiful drives and parks the few tourists who venture over the Valley route find practically nothing but fruit trees and grape vines. In some places these fruit trees and vines are planted six feet outside of the property lines along the county highways.

Kearney avenue and a few other such drives stand out as monuments to the early ornamental plantings and gives us an idea of what a beautiful valley this might have been had these plantings been continued. There is no better demonstration of what can be done when you consider that Roeding park in Fresno was nothing more than a bare sandhill 18 years ago. Today, as you all know, this park is the most beautiful spot between Los Angeles and Golden Gate park.

If we are to make the San Joaquin valley compare with Los Angeles we must continue to plant ornamental trees and plants, giving thought to varieties that are suitable to the location, and not plant in a haphazardly manner.

MISTAKE OFTEN MADE

One of the most common mistakes is the bringing in and planting of trees and shrubs that are not suitable to the climatic conditions that exist here. Landscape architects from the coast counties have brought in countless numbers of shrubs and planted them in the school grounds and public parks with discouraging results. Many varieties of ornamentals that thrive and do well along the coast simply burn up in the heat of our summers or freeze in the winter. Without doubt this kind of planting has done more to retard the beautifying of this Valley than anything else. To get the desired results you should consult with experienced men who have made a study of local conditions and who know what will grow and what will not.

In planting the home grounds the location and varieties of plants should be considered above everything else. Do not let your persona taste cause you to plant anything that does not completely harmoniz with the surroundings. Tall growing trees, such as cedars, Casuarina redwood, cypress, Escallonia, different varieties of Melaleuca, oleanders, Crataegus and similar type should be planted in the backgroun while the lower growing shrubs such as myrtle, Oregon grape, Nandina, broom, heather, Raphiolepis burning bush, Christmas berrie and strawberry trees, should b planted in the foreground. Do no crowd your plantings. Crowdin plants is a common mistake mad by the amateur planter and a jungle like appearance is the result o such plantings. Some of the park in our neighboring towns are th results of this kind of planting Study the habits of the plants an space them accordingly, alway giving them enough room to develop.

WHERE TO PLANT

Small growing shrubs like th Nandina, Oregon grape, burnin bush and broom should not b planted closer than six to eight fee apart. Never plant shrubber closer than two or three feet t a building or lawn. When plantin trees along sidewalks and avenue it is best to plant the same variet that your neighbor has. If ther are no other trees planted selec a good type and endeavor to ha your neighbors plant the same, thus keeping the planting uniform. As we all know, a uniform setting of street trees is one of the greatest assets a city can have. Sycamores, elms and poplars make splendid street and avenue trees. Shrubs like the Evonymus and Crataegus are suitable for planting between the sidewalk and curb. Low spreading trees or palms are often planted along the sidewalks. This is a common mistake and planters should avoid the practice. The planting of fruit trees along the sidewalks has proven to be very unsatisfactory, as passersby will invariably damage the trees in trying to get the fruit.

IMPROVE FARM YARDS

The farmers can also improve the appearance of their front yards by the planting of ornamentals in preference to fruit trees and vines. Have you ever thought, as you were passing along a country road what a transformation could be wrought by the planting of ornamentals-Conifers grouped near the buildings or planted in the lawns help to bring about a wonderful change in the appearance of a landscape. Italian cypress planted in front of pillars and flowering shrubs that harmonize with the surroundings will completely change the appearance of a place and the cost is practically nothing. Many of the farmers of today are beginning to realize the value of beautifying their home grounds and it is the consensus of opinion that it will be only a matter of a few years until the country homes are as beautiful as those of the city.

If we are to beautify this Valley we must select and plant the varieties of ornamentals that are suitable to the climatic and soil conditions that exist here; and the way we started 40 years ago and with the new plantings now going on, we will soon span the time lost to this work, and in a few years we hope to see our Valley ahead of southern California.

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This leads me to suggest that every effort to continue the work now so well started and under way, so that eventually this great exposition held in Sacramento will give a place to every county in the State.

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Pacific Rural Press, September 23, 1922

California vs. Mediterranean for Olive Honors.

By Geo. C. Roeding, Pres. Cal. Nursery Co.

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STATE FAIR HAS EARNED PLACE ON ITS MERITS

George C. Roeding Says It Has Won an Enviable Reputation as an Educational Institution of California

Sept. 2/22

By GEORGE C. ROEDING,
Ex-President State Agricultural Society.

Nothing gives stronger evidence of progress in California's rural industries nor more forcibly reveals the trend of our intellectual and industrial life and activities than the Sixty-eighth Annual California State Fair, which was auspiciously opened ths morning.

In scope and wide interest it certainy presents some features that are pivotal in their nature, and others in the way of improvements that show a development and an appreciation of what an institutional affair like the present really reveals.

Not Merely a Display.

Many people are of the opinion that an exposition is merely a display of farm and orchard products, implements and appliances typifying the progress made, resources enjoyed and advantages offered of the certain geographical area in which the soil products and educational advantages take their origin. This is the narrow and more or less mercenary view; in a much broader sense a well conducted State exposition is an educational institution, informative on every branch of an enlightened agricultural and horticultural practice, on the advances and improvements made in the arts and manufactures, and on the educational and intellectual life of the inhabitants of the State.

Only in so far as it measures up to these standards, and in proportion as it accomplishes these results, is it deserving of support and competent to command the widest educational value and become a self-supporting enterprise.

Fair Has Enviable Reputation.

Measured by these standards of values, the California State Fair has, during the past decade, not only earned an enviable reputation among the people of the State, but has become the center for the display of all that is best in the onward trend of California's rural economy, thereby attracting more people with the years. Indeed, it has thrown off its swaddling clothes and blossomed out full panoplied as an object lesson of California's basic industries—has become recognized from the pine clad hills of Del Norte to the sunkist mesas of San Diego as an institution in a California civilization.

Educational Features.

To my mind the most pronounced feature of the exposition is the community spirit it has awakened during the past four or five years.

Most of us can remember when collective county exhibits were indeed rare; now they are the most conspicuous object in the exhibits of soil products.

The present exposition has in the horticultural building no less than thirty-seven county exhibits, many of which are superb and unique in character. County exhibits are the spokes of the State Exposition wheel, which complete the picture and make it in fact as well as in name a State institution.

This leads me to suggest that every effort to continue the work now so well started and under way, so that eventually this great exposition held in Sacramento will give a place to every county in the State.

Interest in Livestock.

Another pronounced feature is the increased interest that has been awakened of late years in fine strains of pure-blooded livestock, to which Caliofrnia conditions of climate admirably adapt themselves.

Possibly no other State in the Union has made greater progress during the past two decades. In beef and dairy cattle, in driving and draft horses, in sheep and swine, the California grown animal is indeed a splendid specimen, answering to every special requirement for which each individual breed is recognized. The poultry show is also a complete exhibition of the egg and meat breeds of our domesticated fowls.

That California orcharding and general farming possibly has shown a greater advance in the development and usage of modern farm machinery than any other State, is forcibly demonstrated in the large and varied display of motor power plows, cultivators, harrows, seeders, harvesters, orchard trucks and other similar appliances. No person growing orchard and vineyard, garden and field crops can afford missing the machinery department of the exposition.

As a purely educational feature the fine exhibit of the California Department of Agriculture is indeed a credit to the State government, showing research work of great value to the development, promotion and protection of California rural industry. In this connection a word of appreciation is due to Director George H. Hecke and his corps of able assistants for the great educational work they are accomplishing.

School Exhibit Fine.

Along this same line recognition should also be made for the educational exhibits by the State University and our public schools, unquestionably the finest and most instructive that has ever been staged in this State. Every father and mother charged with the responsibility of educating children can afford to spend at least a few hours in consulting the splendid object lessons here shown to equip the rising generation for the responsibilities of life.

An exhibit that makes a strong appeal to the disciples of dear old Izaak Walton, and to all lovers of the outdoor life, is the beautiful effort made by the State Fish and Game Commission, showing a natural background for the display of living specimens of fish in handsome glass aquariums supplied with running water and a natural environment. To Frank M. Newbert, President of the commission, is certainly due a word of appreciation for this splendid exhibit.

Improvement Features.

The new pavilion to accommodate the horse show is indeed happy in design and adapted to the service for which it was constructed. Our horse loving friends are to be congratulated for this improvement.

Possibly a word of commendation is due to my associates on the Board of Directors of the State Agricultural Society, all of whom have given of their time and labor without any compensation whatever. The agricultural interests of the State are certainly under obligations to these men. The initiative and executive ability of President Jastro, Secretary Charles W. Paine, I. L. Borden, Ralph W. Bull, E. J. Delorey, T. H. Dudley, E. Franklin, Fred H. Harvey, E. F. Mitchell, John M. Perry, George W. Pierce and T. H. Ramsey, all of whom have worked with faith, energy and courage, have made the present one of the best and most complete expositions of the sixty-seven that have preceded it; complete in its several departments and possessing a quality that gives it rank as one of the most complete expositions of soil products in the West. To prove this only requires a careful inspection, which I hope every reader of The Bee will certainly do before its doors are closed.

Make Gardens in a Garden Spot

George C. Roeding Tells How Adding to Eastbay Beauty

Allen's Press Clipping Bureau
SAN FRANCISCO.
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SEPTEMBER 17, 1922

Where home building is so pronounced as it is on the Oakland side of the bay, it is indeed a matter of moment that the new home become attractive from without as well as from within; that the adornment of the grounds be in keeping with the building; and that the selection of ornamental and flowering plants be given an environment and condition of climate, soil and care, insuring growing results. The Oakland TRIBUNE, being keenly alive to the situation, has secured a series of short practical articles from no less an authority than George C. Roeding, ex-President of the California State Agricultural Society and head of the California Nursery Company at Niles. These will appear from time to time in the Development Section, treating in a brief way of the essential practices in the creation of the home grounds beautiful, giving suggestions on garden making, selection of plants, their care and maintenance.

By GEORGE C. ROEDING
President California Nursery Co., Niles.

Obviously it is just a trifle early for people interested in the beautification of home grounds to become acutely interested in the choice of plants and planting plans. In California that interest is usually awakened when the dry summer season draws to a close and the first signs of the zodiac indicate rain, more specifically stated, the latter part of September or the first of October. With the great development that is taking place throughout California, and in no section more so than in Alameda county, the proper adornment of home grounds has an interest beyond individual gratification; when properly done in the mass, it gives any community an added distinction denoting culture and refinement. Home grounds planted with taste and discernment invariably signify beauty within as well as from without. While California has accomplished much in her economic horticulture, she has not attained equal distinction within the realm of ornamentation of home grounds. To be sure she has many brilliant examples of taste in arrangement and selection of plants, but the average is not what it might be.

In cases of this kind the trouble is not due to an appreciation of plants and their association, but to a want of knowledge in securing desirable results; there is sufficient investment in the way of money to warrant pleasing effects and substantial results, it is want of plan, a lack of knowledge of plant requirements, and often a questionable choice of varieties to "fit in" with the environment and conditions that prevail. Allowing for these basic factors, it becomes imperative to have some plan, no matter how small the area to be planted. For the average home grounds a moment's consultation with any well-informed nurseryman will elicit the desired information; where the planting scheme is more extensive and elaborate, the services of a landscape engineer should be secured.

Without for a moment appearing pedantic, an effort will be made to describe briefly in these columns certain groups of trees and shrubs as permanent features in home grounds. In this effort no attempt will be made at elaborate descriptions, the object being to interest the man in the street who is creating for himself and family a home that shall be as inviting from without as from within.

Among evergreen trees and shrubs the Conifers make a strong appeal and cover wide uses.

The White Fir (Abies concolar) is really a handsome tree of regular and symmetrical habit, which appeals to the imagination and our pride because a native of our California mountains, where it attains a height of two hundred feet. The bark is an ashy gray, leaves long and slender, light green in color and glausaus; is quite resistant to drouth. Desirable as a specimen on the lawn and, where space permits, also strikingly effective in groups.

Two other fine firs are Abies firma, from Japan, which possesses an individuality peculiarly its own. It grows to a height of 100 feet, with flexible stout branches. The young growth is lightish in color, making a pleasing contrast with the green of the more mature growth.

Nordman's Silver Fir is also a fine variety, of a dense habit of growth, branches widely spreading, giving it an appearance of a width equalling its heighth. Leaves dark green above, silvery underneath, affording a color contrast that is indeed pleasing. One of the best firs as a specimen plant on a lawn.

Among the tue cedars the Indian cedar (Cedrus deodora) deservedly occupies a prominent place in California home grounds and public parks. Being pyramidal in outline, the lower branches spreading evenly over the ground, renders it a symmetrical object of beauty on the lawn. Can also be used in groups where space permits in which case the trees should be set about forty feet apart. Ultimately it attains a height of one hundred and twenty feet. One of the finest groups or rows of this tree in the state are those on the capitol grounds at Sacramento.

The Mount Atlas cedar (Cedrus Atlantica) is another prime favorite, in habit much resembling the preceding in habit of growth. Leaves somewhat glaucous, very hardy.

The Cedar of Lebanon (ledrus Libana) attains a height of one hundred feet and is a native of Asia Minor. A good grower with wide spreading branches, dark green foliage; makes a substantial and massive appearance. A really handsome tree and an acquisition to most any home grounds.

Most all evergreen trees are sold at the nursery either balled or boxed, and hence can be planted with safety at all seasons of the year. They thrive in a variety of soils, doing better in a fertile rather than a poor soil, and of course are more thrifty in a moist situation than in a dry one. Care should be exercised to dig a hole of larger dimensions than the ball or container in which they are bought. Have the soil thoroughly communited and as friable as an ash heap. If balled do not remove the burlap, place the tree in the position it is to occupy, cut the strings, and fill in with the op soil, tamping it down thoroughly, and then cover the ground with a mulch of decaying vegetable matter to prevent evaporation. Maintain a degree of moisture, rendering the soil crumbly

The sale by the Fergusson Estate of the corner, fronting 303 feet on the east side of Shattuck avenue and 115 feet on the south side of Virginia street to E. G. Ogle of 2033 Virginia st., was consummated last week. The purchaser of this property has already perfected his plans to build upon it immediately a modern "garden court," which he promises shall not be surpassed by any of the famous "courts"

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is quoted in values, the sum being for the remaining seven months $1,097,793; for the same year the Bureau reports the imports of olive oil at 6,601,099 gallons. Figures covering the past seven months of 1922 are not available, but it is fair to assume that they are correspondingly large. In the light of these facts it must be

allow that the demand for California ripe pickled olives is healthy; we will allow that the market for California olive oil is a growing one; but that only adds a zest to the proposition that to supply the domestic demand for green pickled olives is to greatly enlarge the market for this orchard product and thus strengthen the in-

article of trans-Atlantic commerce, why not utilize a goodly portion of opening up a new avenue for a large consumption for a new product which would materially strengthen the industry and place it on a sounder footing? To ask the question only suggests the only answer: let's do it!

In this connection it is refreshing

volume of business has been booked on the cartons and cans so that an extra plant has been equipped to fill this business and opening prices on cartons and cans have been raised. These require the fancy sizes; and the increased business is expected to compel the Association soon to withdraw those sizes from the general markets.

STATE FAIR HAS EARNED PLACE ON ITS MERITS

George C. Roeding Says It Has Won an Enviable Reputation as an Educational Institution of California

Sept 2 '22

By GEORGE C. ROEDING,
Ex-President State Agricultural Society.

Nothing gives stronger evidence of progress in California's rural industries nor more forcibly reveals the trend of our intellectual and industrial life and activities than the Sixty-eighth Annual California State Fair, which was auspiciously opened ths morning.

In scope and wide interest it certainy presents some features that are pivotal in their nature, and others in the way of improvements that show a development and an appreciation of what an institutional affair like the present really reveals.

Not Merely a Display.

Many people are of the opinion that an exposition is merely a display of farm and orchard products, implements and appliances typifying the progress made, resources enjoyed and advantages offered of the certain geographical area in which the soil products and educational advantages take their origin. This is the narrow and more or less mercenary view; in a much broader sense a well conducted State exposition is an educational institution, informative on every branch of an enlightened agricultural and horticultural practice, on the advances and improvements made in the arts and manufactures, and on the educational and intellectual life of the inhabitants of the State.

Only in so far as it measures up to these standards, and in proportion as it accomplishes these results, is it deserving of support and competent to command the widest educational value and become a self-supporting enterprise.

Fair Has Enviable Reputation.

Measured by these standards of values, the California State Fair has, during the past decade, not only earned an enviable reputation among the people of the State, but has become the center for the display of all that is best in the onward trend of California's rural economy, thereby attracting more people with the years. Indeed, it has thrown off its swaddling clothes and blossomed out full panoplied as an object lesson of California's basic industries—has become recognized from the pine clad hills of Del Norte to the sunkist mesas of San Diego as an institution in a California civilization.

Educational Features.

To my mind the most pronounced feature of the exposition is the community spirit it has awakened during the past four or five years.

Most of us can remember when collective county exhibits were indeed rare; now they are the most conspicuous object in the exhibits of soil products.

The present exposition has in the horticultural building no less than thirty-seven county exhibits, many of which are superb and unique in character. County exhibits are the spokes of the State Exposition wheel, which complete the picture and make it in fact as well as in name a State institution.

This leads me to suggest that every effort to continue the work now so well started and under way, so that eventually this great exposition held in Sacramento will give a place to every county in the State.

Interest in Livestock.

Another pronounced feature is the increased interest that has been awakened of late years in fine strains of pure-blooded livestock, to which Caliofrnia conditions of climate admirably adapt themselves.

Possibly no other State in the Union has made greater progress during the past two decades. In beef and dairy cattle, in driving and draft horses, in sheep and swine, the California grown animal is indeed a splendid specimen, answering to every special requirement for which each individual breed is recognized. The poultry show is also a complete exhibition of the egg and meat breeds of our domesticated fowls.

That California orcharding and general farming possibly has shown a greater advance in the development and usage of modern farm machinery than any other State, is forcibly demonstrated in the large and varied display of motor power plows, cultivators, harrows, seeders, harvesters, orchard trucks and other similar appliances. No person growing orchard and vineyard, garden and field crops can afford missing the machinery department of the exposition.

As a purely educational feature the fine exhibit of the California Department of Agriculture is indeed a credit to the State government, showing research work of great value to the development, promotion and protection of California rural industry. In this connection a word of appreciation is due to Director George H. Hecke and his corps of able assistants for the great educational work they are accomplishing.

School Exhibit Fine.

Along this same line recognition should also be made for the educational exhibits by the State University and our public schools, unquestionably the finest and most instructive that has ever been staged in this State. Every father and mother charged with the responsibility of educating children can afford to spend at least a few hours in consulting the splendid object lessons here shown to equip the rising generation for the responsibilities of life.

An exhibit that makes a strong appeal to the disciples of dear old Izaak Walton, and to all lovers of the outdoor life, is the beautiful effort made by the State Fish and Game Commission, showing a natural background for the display of living specimens of fish in handsome glass aquariums supplied with running water and a natural environment. To Frank M. Newbert, President of the commission, is certainly due a word of appreciation for this splendid exhibit.

Improvement Features.

The new pavilion to accommodate the horse show is indeed happy in design and adapted to the service for which it was constructed. Our horse loving friends are to be congratulated for this improvement.

Possibly a word of commendation is due to my associates on the Board of Directors of the State Agricultural Society, all of whom have given of their time and labor without any compensation whatever. The agricultural interests of the State are certainly under obligations to these men. The initiative and executive ability of President Jastro, Secretary Charles W. Paine, I. L. Borden, Ralph W. Bull, E. J. Delorey, T. H. Dudley, E. Franklin, Fred H. Harvey, E. F. Mitchell, John M. Perry, George W. Pierce and T. H. Ramsey, all of whom have worked with faith, energy and courage, have made the present one of the best and most complete expositions of the sixty-seven that have preceded it; complete in its several departments and possessing a quality that gives it rank as one of the most complete expositions of soil products in the West. To prove this only requires a careful inspection, which I hope every reader of The Bee will certainly do before its doors are closed.

Make Gardens in a Garden Spot

George C. Roeding Tells How Adding to Eastbay Beauty

Allen's Press Clipping Bureau
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OAKLAND, CAL. TRIBUNE—300
SEPTEMBER 17, 1922

Where home building is so pronounced as it is on the Oakland side of the bay, it is indeed a matter of moment that the new home become attractive from without as well as from within; that the adornment of the grounds be in keeping with the building; and that the selection of ornamental and flowering plants be given an environment and condition of climate, soil and care, insuring growing results. The Oakland TRIBUNE, being keenly alive to the situation, has secured a series of short practical articles from no less an authority than George C. Roeding, ex-President of the California State Agricultural Society and head of the California Nursery Company at Niles. These will appear from time to time in the Development Section, treating in a brief way of the essential practices in the creation of the home grounds beautiful, giving suggestions on garden making, selection of plants, their care and maintenance.

By GEORGE C. ROEDING
President California Nursery Co., Niles.

Obviously it is just a trifle early for people interested in the beautification of home grounds to become acutely interested in the choice of plants and planting plans. In California that interest is usually awakened when the dry summer season draws to a close and the first signs of the zodiac indicate rain, more specifically stated, the latter part of September or the first of October. With the great development that is taking place throughout California, and in no section more so than in Alameda county, the proper adornment of home grounds has an interest beyond individual gratification; when properly done in the mass, it gives any community an added distinction denoting culture and refinement. Home grounds planted with taste and discernment invariably signify beauty within as well as from without. While California has accomplished much in her economic horticulture, she has not attained equal distinction within the realm of ornamentation of home grounds. To be sure she has many brilliant examples of taste in arrangement and selection of plants, but the average is not what it might be.

In cases of this kind the trouble is not due to an appreciation of plants and their association, but to a want of knowledge in securing desirable results; there is sufficient investment in the way of money to warrant pleasing effects and substantial results, it is want of plan, a lack of knowledge of plant requirements, and often a questionable choice of varieties to "fit in" with the environment and conditions that prevail. Allowing for these basic factors, it becomes imperative to have some plan, no matter how small the area to be planted. For the average home grounds a moment's consultation with any well-informed nurseryman will elicit the desired information; where the planting scheme is more extensive and elaborate, the services of a landscape engineer should be secured.

Without for a moment appearing pedantic, an effort will be made to describe briefly in these columns certain groups of trees and shrubs as permanent features in home grounds. In this effort no attempt will be made at elaborate descriptions, the object being to interest the man in the street who is creating for himself and family a home that shall be as inviting from without as from within.

Among evergreen trees and shrubs the Conifers make a strong appeal and cover wide uses.

The White Fir (Abies concolar) is really a handsome tree of regular and symmetrical habit, which appeals to the imagination and our pride because a native of our California mountains, where it attains a height of two hundred feet. The bark is an ashy gray, leaves long and slender, light green in color and glausaus; is quite resistant to drouth. Desirable as a specimen on the lawn and, where space permits, also strikingly effective in groups.

Two other fine firs are Abies firma, from Japan, which possesses an individuality peculiarly its own. It grows to a height of 100 feet, with flexible stout branches. The young growth is lightish in color, making a pleasing contrast with the green of the more mature growth.

Nordman's Silver Fir is also a fine variety, of a dense habit of growth, branches widely spreading, giving it an appearance of a width equalling its heighth. Leaves dark green above, silvery underneath, affording a color contrast that is indeed pleasing. One of the best firs as a specimen plant on a lawn.

Among the tue cedars the Indian cedar (Cedrus deodora) deservedly occupies a prominent place in California home grounds and public parks. Being pyramidal in outline, the lower branches spreading evenly over the ground, renders it a symmetrical object of beauty on the lawn. Can also be used in groups where space permits in which case the trees should be set about forty feet apart. Ultimately it attains a height of one hundred and twenty feet. One of the finest groups or rows of this tree in the state are those on the capitol grounds at Sacramento.

The Mount Atlas cedar (Cedrus Atlantica) is another prime favorite, in habit much resembling the preceding in habit of growth. Leaves somewhat glaucous, very hardy.

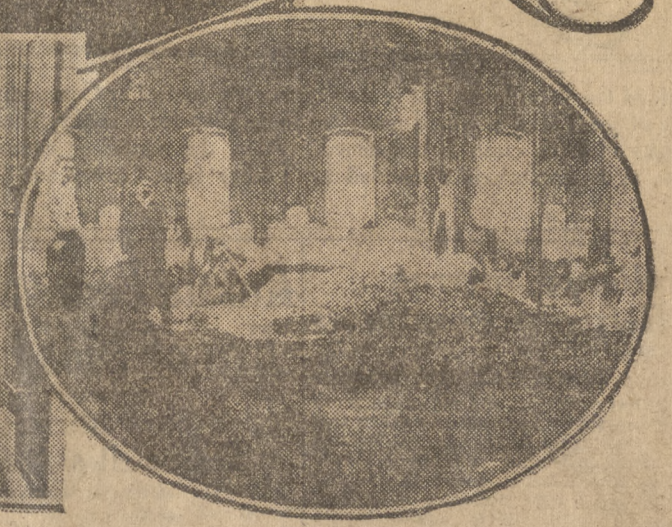
The Cedar of Lebanon (ledrus Libana) attains a height of one hundred feet and is a native of Asia Minor. A good grower with wide spreading branches, dark green foliage; makes a substantial and massive appearance. A really handsome tree and an acquisition to most any home grounds.

Most all evergreen trees are sold at the nursery either balled or boxed, and hence can be planted with safety at all seasons of the year. They thrive in a variety of soils, doing better in a fertile rather than a poor soil, and of course are more thrifty in a moist situation than in a dry one. Care should be exercised to dig a hole of larger dimensions than the ball or container in which they are bought. Have the soil thoroughly communited and as friable as an ash heap. If balled do not remove the burlap, place the tree in the position it is to occupy, cut the strings, and fill in with the op soil, tamping it down thoroughly, and then cover the ground with a mulch of decaying vegetable matter to prevent evaporation. Maintain a degree of moisture, rendering the soil crumbly to the touch, not soppy, neither allow it to become so dry as to crack or powder. Fall planting allows the tree to become established, but owing to the cold rains of winter, its growth is liable to be slow until the opening of spring and the advent of another growing season.

People of middle age often desire immediate effects in their home grounds, preferring to pay the higher price for large specimens. These invariably are established in large heavy boxes by the nurseryman, hence are at once available for planting at most any season of the year. Where time is a consideration large plants should certainly be given the preference. When used they lend an effect and a beauty to newly planted home grounds that is only possible with years of growth and development with the average size plants listed by the trade.

4.

Views of Smyrna and Its Fig Growers



Above is a general view of the city of Smyrna; below are fig handlers at work on a crop.

SMYRNA LOSS BOON TO FIG GROWERS HERE

California to Profit From Wreck of Industry in Its Asia Minor Home

IMPORTER TELLS DETAILS

Impurities of Oversea Goods Compared to Fruit of Pacific Coast

By GEO. C. ROEDING

The Greek-Turkish war, by reason of the destruction of the town of Smyrna, again rivets the attention of the civilized world to the brooding, feverish and seething unrest that hovers, like an evil spirit of destruction, over Europe and Asia; a political-economic disturbance that is not limited in its sphere of influence to the people of the Orient, but is also negative in its bearings on the civilization of the Occident. Two visits to Smyrna, both in the interests of fig culture in California, has made me more or less familiar with the life and commercial importance of that faraway city, which is headquarters for the European fig industry in much the same way that Fresno dominates the raisin business in this country. And it is this interest that excites commisseration for the growers and packers of fig products in Asia Minor, who, though innocent of the causes that led to the present outbreak are, nevertheless, its chief sufferers facing temporary ruin for their industry.

PRINCIPAL EXPORTS

The principal exports from Smyrna were figs, raisins and olive oil —three products in which California has more than a passing interest. Of the first we import from Symrna about thirty-two million pounds per annum, while of the remaining two (raisins and olive oil) the quantity has of late years been a somewhat negligible one. It is fair to assume that from the port of Smyrna there were shipped to European centers an amount equal to that imported by the United States.

In pre-war times England's quota represented an annual value of about one million dollars. The annual output of figs in California this year will approximate twenty million pounds. Under war conditions now prevailing in Asia Minor it is evident that her exports will be diminished for the time being to nearly the vanishing point which, from an economic point of view, will inure to the benefit of California fig growers. With a limited supply from abroad and an assured higher import duty, the fig industry in California is thus assured of a larger domestic demand.

Smyrna is a town that contains a population of about 400,000 people, situated on the west coast of the Pashalic of Anatolia, at the head of the Gulf or Smyrna. A broad quay and artificial harbor, traversed by a tramway, borders the seafront. It might be said that the major portion of the population is Greek, though the divisions or quarters of the city are quite distinctly defined by national lines, there being a Frank, Turk, Greek and Armenian section. Indeed, it is said, that there is a larger intermixture of nations in the commercial life of the town than in any other city.

MANY PLACES OF WORSHIP

Correspondingly there are religious denominations covering the faiths of these several peoples, representing for the most part the Greek, Armenian, Turkish, Catholic and Protestant beliefs, with places of worship quite distinctive in architectural effects. For centuries Smyrna has been an important commercial center, its export products (in addition to those already mentioned) being of an horticultural-agricultural character, including cereals, tobacco, gum-arabic, opium, cotton, wool, licorice, etc., while her imports consist chiefly of manufactured goods from England, Continental Europe and the United States. It will thus be seen that the country is devoted to rural rather than manufacturing industries. Having been destroyed by the Turkish army, its commerce for the time being is only a memory.

In Asia Minor orcharding from a California point of view is indeed in a primitive state, of which Smyrna is the trading center. The plantings are irregular, in small parcels and methods of culture quite simple. At the time of my visit, now some years ago, the women employed in harvesting the Smyrna fig crop were paid the magnificent sum of four, and the men, eight piestas per day of twelve hours, boarding themselves. When you consider that a piesta has a value of about 4 cents in American money, one gains some idea of the relative value of labor in the fig orchards of the San Joaquin valley and those in the Meander valley of Asia Minor, where the finest figs are produced.

The process of harvesting in principle and practice is much the same as in California, though the appliances and drying and curing facilities are crude to a degree. If methods are inferior the quality of product is invariably good. When plied in sheds, the skin of the Smyrna fig is white, soft and pliable, the pulp a mass of honey and seeds, giving the fruit a delicate and putty flavor that certainly denotes a good fig.

In methods of handling and transportation there is, however, considerable variance between California practice and those of Asia Minor. When gathered ready for transportation, the figs are packed in large goat-hair sacks holding about 250 pounds each. Camel trains visit the orchards and two of these sacks are loaded on each animal. As soon as the animals in a given train have received their burdens, they are started for the nearest railway station, where the figs are unloaded in large sheds, from which they are later transported to small flat cars, maximum capacity of which is about seven tons. Arriving at the Caravan bridge, the product is a third time transported by camel trains to the fig bazars and either delivered to brokers or to the different packing houses.

The average daily receipts of figs at Smyrna during the harvesting period are from 1500 to 2000 tons. During my visit the estimated volume of figs was 100,000 camel loads. Allowing 500 pounds to an animal gives a total of 50,000,000 pounds.

The packing houses are in what is known as the Frank quarters of the town. In some cases they are crude affairs, old warehouses cleared out temporarily for the purpose of packing figs. The better class, however are two-story stone buildings, the lower portion being used for the storage of packing material, and the upper for grading and packing the fruit.

From one to five hundred men

To preserve the integrity of the newly created nations, the allies established the "neutral zone," a strip of land on either side of the [illegible] and fears a new era of bloodshed and a new catastrophe for Europe, as a result of Great Britain's uncompromising attitude. Russia cannot permit a Dardanelles solution without its participation, and it will take measures to safe-

SMYRNA MOVES TO CALIFORNIA

The Ruthless Turk Makes That State the Fig Center—By Robert Welles Ritchie

THERE'S a soulless force set in governance over the affairs of men which is called the law of supply and demand. Soulless it is because it permits no invasion by the emotional element; however sympathy and the heartwarming of any part of the world toward the victims of disaster in another part may obtain, the cold mathematics of supply and demand proceeds upon its business of juggling economic balances to suit conditions of another day.

When the Turks left Smyrna a ring of ashes about a useless quay they reduced to a vanishing point an industry older than the stones of Ephesus. This was the packing and shipping of figs. Before disaster was visited upon the great seaport, and no less upon the Meander Valley behind Smyrna where figs are grown, three-quarters of the world's supply of dried figs went out from Smyrna. In prewar times Great Britain alone exchanged annually a million dollars for the product of Smyrna packing houses. Under normal conditions the United States imported 32,000,000 pounds every year. From one who has made a study of the Smyrna fig industry on the ground I learn that before wars and pestilences were visited upon Asia Minor the yearly fig output of Smyrna and its back country was around 50,000,000 pounds and that 30,000 people looked to the fig harvest for their living.

Now for an indefinite time in the future there will be no Smyrna fig. Inevitably the [illegible] of the old Meander Valley before heard of among the fig groves down there. California fig growers, who have been fighting a hard fight during the past dozen years to get even a share of the domestic fig market, now discover a world market to be theirs. Little wonder that men who pinned their faith in figs two decades ago, when all their neighbors scoffed at them for fools, are convinced the age of miracles has not yet passed from the earth.

This year's fig output in California will approximate 20,000,000 pounds. When you consider that this crop is more than 12,000,000 pounds short of what was the normal importation of Smyrna figs you may hazard the guess there'll be no red ink on the fig-grower's books when he tots them up at the end of the season.

With the Black Mission sun-dried and sold in bulk—a not very attractive article either—and the White Adriatic and Kadota now and again attracting the attention of fancy packers, the fig culture of the state hardly merited the title of an industry over many years. Two circumstances wrought a great change. One was the successful establishment on California soil of the real Smyrna fig; the other was the beginning of the World War in 1914.

A Golden Opportunity

FROM 1900, when after repeated failures the culture of the Smyrna was finally made a success, on to the opening of the war there was a gradually increasing interest in the commercial possibilities of the fig. In

Smyrna Moves to California

(Continued from Page 12)

of the hitherto barren Smyrna trees. Thousands of female wasps that had begun life in the minute galls or cusps of the male Capri flowers winged their way through the grove, to lay their eggs in the hearts of the Smyrna flower clusters. The pollen they bore on their bodies fertilized these flowers, and a full harvest resulted.

Roeding named his fig the Calimyrna. From his Fresno nursery cuttings of the Calimyrna and of its partner tree, the Capri, spread throughout the state.

"The fig will grow and bear crops when planted in a wider divergence of soil than [illegible] any other fruit. It will give satisfactory growth in soils impregnated with alkali [illegible] luxuriate in a red adobe soil among [illegible] foothills of the [illegible]," said Mr. [illegible].

[illegible] figs in bearing [illegible] from near the [illegible] line down to [illegible] Imperial Valley [illegible] or to Mexico. [illegible] bears less pruning [illegible] than any other [illegible] tree in the [illegible] Bearing in [illegible] begins to begin [illegible] overhead [illegible] materialize [illegible] but the sixth [illegible] after the set- [illegible] of the trees. [illegible] half-dried [illegible] figs are picked [illegible] beneath the [illegible] and dipped in [illegible] of boiling [illegible] for about [illegible] to soften [illegible]. Then after [illegible] in the dry- [illegible] under the [illegible] the stacking [illegible] rays to per- [illegible] culation of [illegible] ing is en- [illegible] and the figs [illegible] into a [illegible] to re- [illegible] piles for ten days. A final thorough washing in cold brine and half a day's exposure to the sun once more prepares the figs for packing. A steam-chest treatment gives the final satiny softness to the skin.

When I visited Mr. Roeding he showed me a collection of photographs he had taken during two visits to Smyrna. Many of them showed the interior of the packing sheds at the seaport whence the world's major supply of dried figs has come these many years. Those interior views were not appetizing—an atmosphere of dirt and squalor which could not escape the eye of the camera. I contrasted the views from Smyrna with the interior scenes in California fig-packing houses—cement floors glistening with countless washings; men and women all in spotless white; machinery to lift the figs from touch of hands wherever practicable.

Two years ago the California Peach and Fig Growers, a coöperative body whose fig-growing membership represents between 75 and 80 per cent of the acreage in the state, embarked on a big-scale operation to popularize fig products. From two canneries especially equipped fig preserves and "figs in sirup" were turned out; the latter article successfully attempted to bring the fig to the consumer in its natural state. These sold so well that the management was justified in expecting a 1922 pack of 1500 tons to market easily.

An Inspiring Gift for Farm Boys and Girls

WHY not give the farm boy or girl who is old enough to read a Christmas subscription to THE COUNTRY GENTLEMAN? It's a gift which will be his very own, every week in the year. The issues contain, written especially for him—not "down" to him—clean, red-blooded stories, a wealth of Nature lore and countless scientific facts presented so entertainingly that he will be almost sure to read them first. Then there are timely, helpful articles on many things a boy and a girl can do around the farm and the home.

To each youngster whom you so delight we will send a handsome full-color announcement, *in your name*, mailed in time to arrive in the Christmas mail. And the cost to you for each 52-issue subscription is only $1.00.

to annual rates of increase of 25 and 30 per cent.

Today there is in the state a total of approximately 35,000 acres bearing and nonbearing fig trees of all varieties, which yield a gross income of $3,000,000. The average price to the grower runs from seven to sixteen cents a pound—the latter representing a tremendous drive on black figs due to the discovery by many persons of this variety's fancied superiority over grapes in the matter of high-voltage hooch production. Fresno County, wherein one fig ranch alone comprises 12,000 acres, still remains the leader; but Stanislaus and Merced counties, immediately to the north, are running close seconds. Since the destruction of the great fig market of the Levant I have heard stories of sudden booms in fig lands elsewhere in the two central valleys and farther south.

The leap to popularity of fig culture has not been attended, however, by the sensational land kiting that has marked the scramble for grape lands since the passage of the Volstead Act. From several sources I have drawn figures on the average cost of improved fig lands in various localities. The consensus seems to be that a nonbearing fig grove can be purchased for $500 an acre, acreage in bearing running appropriately higher. Raisin lands and peach orchards in favored spots fetch $1500 and upwards an acre.

If it was the accident of war in 1914 which gave impetus to California's fig industry and the detestable tragedy at Smyrna which makes that industry temporarily the largest reservoir of the world's supply, it was neither accident nor the hazard of national hatreds that gave the fig in California its first real start. Rather was it that which always must make for any permanent winning of success—painstaking effort under discouragements and an indomitable spirit of discovery.

Here I must introduce George C. Roeding, leading nurseryman in the state and known by the title of Fig Father of California.

When he took charge of his father's properties near Fresno a good many years ago he found a fig grove which had been established in 1888. Among the figs planted there were several trees of Smyrna stock, but the Smyrna fig would not mature without pollinization from the flowers of the wild, or Capri, fig.

Though Roeding learned that the male flowers of the Smyrna species were the pollen-bearing buttons of the caprifig, and though he had Capris planted right alongside his Smyrna trees, the mysterious union would not be consummated.

Roeding tried the rôle of intermediary with a toothpick, splitting a pollen-bearing caprifig and inserting its pollen through the orifices of the blossoming Smyrnas. Six fertilized and fully developed fruits rewarded his patience. Just six!

Next year he tried a glass tube through which he blew the pollen upon the hidden flowers. A hundred and fifty perfect Smyrnas the result!

An Insect Benefactor

MEANWHILE scouts of the Department of Agriculture had been busy trying to secure something more practical than glass-tube fertilization. In 1892 an American in Smyrna, Thomas Hall, sent to Washington cuttings of the Capri whose fruits contained a very tiny insect—*Blastophaga grossorum*—which seemed to have something to do with fertilizing the Smyrna fruits. The little wasps died before they could give a demonstration of their usefulness.

In 1899 W. T. Swingle, an agent of the Division of Entomology under Dr. L. O. Howard, sent from Smyrna a bundle of caprifigs wrapped in tinfoil. These were rushed out to Roeding's experimental fig grove in Fresno, and he attached the precious wasp containers to branches of his caprifigs, covering the whole tree with fine sheeting to prevent the escape of the winged creatures destined to establish a great industry. In July of that year the caprifigs showed a marked change. The delighted experimentalist broke open some of the figs and found healthy colonies of the fig wasp therein.

The reward of fourteen years of patient groping and building on hope deferred was there. At last California had the agency to promote a duplication of the unique product of old Meander's valley!

On strings of raffia the insect-bearing caprifigs were thrown amid the branches

(Continued on Page 28)

[illegible]ad to be Overcome Before the Industry Was Established on a Profitable Basis

4.

Views of Smyrna and Its Fig Growers

Above is a general view of the city of Smyrna; below are fig handlers at work on a crop.

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Impurities of Oversea Goods Compared to Fruit of Pacific Coast

By GEO. C. ROEDING

The Greek-Turkish war, by reason of the destruction of the town of Smyrna, again rivets the attention of the civilized world to the brooding, feverish and seething unrest that hovers, like an evil spirit of destruction, over Europe and Asia; a political-economic disturbance that is not limited in its sphere of influence to the people of the Orient, but is also negative in its bearings on the civilization of the Occident. Two visits to Smyrna, both in the interests of fig culture in California, has made me more or less familiar with the life and commercial importance of that far-away city, which is headquarters for the European fig industry in much the same way that Fresno dominates the raisin business in this country. And it is this interest that excites commisseration for the growers and packers of fig products in Asia Minor, who, though innocent of the causes that led to the present outbreak are, nevertheless, its chief sufferers facing temporary ruin for their industry.

PRINCIPAL EXPORTS

The principal exports from Smyrna were figs, raisins and olive oil —three products in which California has more than a passing interest. Of the first we import from Symrna about thirty-two million pounds per annum, while of the remaining two (raisins and olive oil) the quantity has of late years been a somewhat negligible one. It is fair to assume that from the port of Smyrna there were shipped to European centers an amount equal to that imported by the United States.

In pre-war times England's quota represented an annual value of about one million dollars. The annual output of figs in California this year will approximate twenty million pounds. Under war conditions now prevailing in Asia Minor it is evident that her exports will be diminished for the time being to nearly the vanishing point which, from an economic point of view, will inure to the benefit of California fig growers. With a limited supply from abroad and an assured higher import duty, the fig industry in California is thus assured of a larger domestic demand.

Smyrna is a town that contains a population of about 400,000 people, situated on the west coast of the Pashalic of Anatolia, at the head of the Gulf or Smyrna. A broad quay and artificial harbor, traversed by a tramway, borders the seafront. It might be said that the major portion of the population is Greek, though the divisions or quarters of the city are quite distinctly defined by national lines, there being a Frank, Turk, Greek and Armenian section. Indeed, it is said, that there is a larger intermixture of nations in the commercial life of the town than in any other city.

MANY PLACES OF WORSHIP

Correspondingly there are religious denominations covering the faiths of these several peoples, representing for the most part the Greek, Armenian, Turkish, Catholic and Protestant beliefs, with places of worship quite distinctive in architectural effects. For centuries Smyrna has been an important commercial center, its export products (in addition to those already mentioned) being of an horticultural-agricultural character, including cereals, tobacco, gum-arabic, opium, cotton, wool, licorice, etc., while her imports consist chiefly of manufactured goods from England, Continental Europe and the United States. It will thus be seen that the country is devoted to rural rather than manufacturing industries. Having been destroyed by the Turkish army, its commerce for the time being is only a memory.

In Asia Minor orcharding from a California point of view is indeed in a primitive state, of which Smyrna is the trading center. The plantings are irregular, in small parcels and methods of culture quite simple. At the time of my visit, now some years ago, the women employed in harvesting the Smyrna fig crop were paid the magnificent sum of four, and the men, eight piestas per day of twelve hours, boarding themselves. When you consider that a piesta has a value of about 4 cents in American money, one gains some idea of the relative value of labor in the fig orchards of the San Joaquin valley and those in the Meander valley of Asia Minor, where the finest figs are produced.

The process of harvesting in principle and practice is much the same as in California, though the appliances and drying and curing facilities are crude to a degree. If methods are inferior the quality of product is invariably good. When plied in sheds, the skin of the Smyrna fig is white, soft and pliable, the pulp a mass of honey and seeds, giving the fruit a delicate and putty flavor that certainly denotes a good fig.

In methods of handling and transportation there is, however, considerable variance between California practice and those of Asia Minor. When gathered ready for transportation, the figs are packed in large goat-hair sacks holding about 250 pounds each. Camel trains visit the orchards and two of these sacks are loaded on each animal. As soon as the animals in a given train have received their burdens, they are started for the nearest railway station, where the figs are unloaded in large sheds, from which they are later transported to small flat cars, maximum capacity of which is about seven tons. Arriving at the Caravan bridge, the product is a third time transported by camel trains to the fig bazars and either delivered to brokers or to the different packing houses.

The average daily receipts of figs at Smyrna during the harvesting period are from 1500 to 2000 tons. During my visit the estimated volume of figs was 100,000 camel loads. Allowing 500 pounds to an animal gives a total of 50,000,000 pounds.

The packing houses are in what is known as the Frank quarters of the town. In some cases they are crude affairs, old warehouses cleared out temporarily for the purpose of packing figs. The better class, however are two-story stone buildings, the lower portion being used for the storage of packing material, and the upper for grading and packing the fruit.

From one to five hundred men, women and children are employed in each house. It is estimated that some 30,000 people find employment during the fig season. The popular sized packages employed are one, three, five, eight and twelve-pound boxes. The grade is indicated by the number of crowns or crescents shown on the labels, the larger the number the better the quality. One hears more or less about wormy figs in Smyrna, the story being that all such insect life disappears by the time the product reaches the European and American markets. Possibly this is true, but the incident brings to mind a little story of Jerome Hart's in his travels in Turkey and Asia Minor that will bear repetition here.

"How about the luscious figs of Smyrna? Well, my experience was that the nearer we got to Smyrna the poorer the figs grew.

SMYRNA MOVES TO CALIFORNIA

The Ruthless Turk Makes That State the Fig Center—By Robert Welles Ritchie

THERE'S a soulless force set in governance over the affairs of men which is called the law of supply and demand. Soulless it is because it permits no invasion by the emotional element; however sympathy and the heartwarming of any part of the world toward the victims of disaster in another part may obtain, the cold mathematics of supply and demand proceeds upon its business of juggling economic balances to suit conditions of another day.

When the Turks left Smyrna a ring of ashes about a useless quay they reduced to a vanishing point an industry older than the stones of Ephesus. This was the packing and shipping of figs. Before disaster was visited upon the great seaport, and no less upon the Meander Valley behind Smyrna where figs are grown, three-quarters of the world's supply of dried figs went out from Smyrna. In prewar times Great Britain alone exchanged annually a million dollars for the product of Smyrna packing houses. Under normal conditions the United States imported 32,000,000 pounds every year. From one who has made a study of the Smyrna fig industry on the ground I learn that before wars and pestiences were visited upon Asia Minor the early fig output of Smyrna and its back country was around 50,000,000 pounds and that 30,000 people looked to the fig harvest for their living.

Now for an indefinite time in the future [illegible] inevitably the before heard of among the fig groves down there. California fig growers, who have been fighting a hard fight during the past dozen years to get even a share of the domestic fig market, now discover a world market to be theirs. Little wonder that men who pinned their faith in figs two decades ago, when all their neighbors scoffed at them for fools, are convinced the age of miracles has not yet passed from the earth.

This year's fig output in California will approximate 20,000,000 pounds. When you consider that this crop is more than 12,000,000 pounds short of what was the normal importation of Smyrna figs you may hazard the guess there'll be no red ink on the fig-grower's books when he tots them up at the end of the season.

With the Black Mission sun-dried and sold in bulk—a not very attractive article either—and the White Adriatic and Kadota now and again attracting the attention of fancy packers, the fig culture of the state hardly merited the title of an industry over many years. Two circumstances wrought a great change. One was the successful establishment on California soil of the real Smyrna fig; the other was the beginning of the World War in 1914.

A Golden Opportunity

FROM 1900, when after repeated failures the culture of the Smyrna was finally made a success, on to the opening of the war there was a gradually increasing interest in

Smyrna Moves to California

(Continued from Page 12)

of the hitherto barren Smyrna trees. Thousands of female wasps that had begun life in the minute galls or cusps of the male Capri flowers winged their way through the grove, to lay their eggs in the hearts of the Smyrna flower clusters. The pollen they bore on their bodies fertilized these flowers, and a full harvest resulted.

Roeding named his fig the Calimyrna. From his Fresno nursery cuttings of the Calimyrna and of its partner tree, the Capri, spread throughout the state.

"The fig will grow and bear crops when planted in a wider divergence of soil than [illegible] any other fruit. It will give satisfac[illegible]owth in soils impregnated with alkali [illegible]xuriate in a red adobe soil among [illegible]thills of the [illegible]" said Mr. [illegible]g.

[illegible]es in bearing [illegible]rom near the [illegible]line down to [illegible]erial Valley [illegible]r to Mexico. [illegible]es less prun[illegible]n any other [illegible]ree in the Bearing in [illegible]es to begin [illegible]g overhead materialize [illegible]ut the sixth [illegible]er the set[illegible] of the trees. half-dried [illegible]s are picked beneath the [illegible]d dipped in [illegible] of boiling [illegible]e for about [illegible]e to soften [illegible]. Then after [illegible]s in the dry[illegible]s under the the stacking trays to per[illegible]culation of [illegible]ing is en[illegible]nd the figs [illegible]ed into a [illegible]oom to re[illegible]n piles for ten days. A final thorough washing in cold brine and half a day's exposure to the sun once more prepares the figs for packing. A steam-chest treatment gives the final satiny softness to the skin.

When I visited Mr. Roeding he showed me a collection of photographs he had taken during two visits to Smyrna. Many of them showed the interior of the packing sheds at the seaport whence the world's major supply of dried figs has come these many years. Those interior views were not appetizing—an atmosphere of dirt and squalor which could not escape the eye of the camera. I contrasted the views from Smyrna with the interior scenes in California fig-packing houses—cement floors glistening with countless washings; men and women all in spotless white; machinery to lift the figs from touch of hands wherever practicable.

Two years ago the California Peach and Fig Growers, a coöperative body whose fig-growing membership represents between 75 and 80 per cent of the acreage in the state, embarked on a big-scale operation to popularize fig products. From two canneries especially equipped fig preserves and "figs in sirup" were turned out; the latter article successfully attempted to bring the fig to the consumer in its natural state. These sold so well that the management was justified in expecting a 1922 pack of 1500 tons to market easily.

to annual rates of increase of 25 and 30 per cent.

Today there is in the state a total of approximately 35,000 acres bearing and nonbearing fig trees of all varieties, which yield a gross income of $3,000,000. The average price to the grower runs from seven to sixteen cents a pound—the latter representing a tremendous drive on black figs due to the discovery by many persons of this variety's fancied superiority over grapes in the matter of high-voltage hooch production. Fresno County, wherein one fig ranch alone comprises 12,000 acres, still remains the leader; but Stanislaus and Merced counties, immediately to the north, are running close seconds. Since the destruction of the great fig market of the Levant I have heard stories of sudden booms in fig lands elsewhere in the two central valleys and farther south.

The leap to popularity of fig culture has not been attended, however, by the sensational land kiting that has marked the scramble for grape lands since the passage of the Volstead Act. From several sources I have drawn figures on the average cost of improved fig lands in various localities. The consensus seems to be that a nonbearing fig grove can be purchased for $500 an acre, acreage in bearing running appropriately higher. Raisin lands and peach orchards in favored spots fetch $1500 and upwards an acre.

If it was the accident of war in 1914 which gave impetus to California's fig in[illegible]try and the detestable tragedy at Smyrna [illegible]ch makes that industry temporarily the [illegible]est reservoir of the world's supply, it [illegible] neither accident nor the hazard of na[illegible]al hatreds that gave the fig in California [illegible]irst real start. Rather was it that which [illegible]ays must make for any permanent win[illegible]g of success—painstaking effort under [illegible]ouragements and an indomitable spirit [illegible]iscovery.

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Though Roeding learned that the male flowers of the Smyrna species were the pollen-bearing buttons of the caprifig, and though he had Capris planted right alongside his Smyrna trees, the mysterious union would not be consummated.

Roeding tried the rôle of intermediary with a toothpick, splitting a pollen-bearing caprifig and inserting its pollen through the orifices of the blossoming Smyrnas. Six fertilized and fully developed fruits rewarded his patience. Just six!

Next year he tried a glass tube through which he blew the pollen upon the hidden flowers. A hundred and fifty perfect Smyrnas the result!

An Insect Benefactor

MEANWHILE scouts of the Department of Agriculture had been busy trying to secure something more practical than glass-tube fertilization. In 1892 an American in Smyrna, Thomas Hall, sent to Washington cuttings of the Capri whose fruits contained a very tiny insect—*Blastophaga grossorum*—which seemed to have something to do with fertilizing the Smyrna fruits. The little wasps died before they could give a demonstration of their usefulness.

In 1899 W. T. Swingle, an agent of the Division of Entomology under Dr. L. O. Howard, sent from Smyrna a bundle of caprifigs wrapped in tinfoil. These were rushed out to Roeding's experimental fig grove in Fresno, and he attached the precious wasp containers to branches of his caprifigs, covering the whole tree with fine sheeting to prevent the escape of the winged creatures destined to establish a great industry. In July of that year the caprifigs showed a marked change. The delighted experimentalist broke open some of the figs and found healthy colonies of the fig wasp therein.

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On strings of raffia the insect-bearing caprifigs were thrown amid the branches

(Continued on Page 28)

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to be Overcome Before the Industry Was Established on a Profitable Basis

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Views of Smyrna and Its Fig Growers

SMYRNA LOSS BOON TO FIG GROWERS HERE

California to Profit From Wreck of Industry in Its Asia Minor Home

IMPORTER TELLS DETAILS

Impurities of Oversea Goods Compared to Fruit of Pacific Coast

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The principal exports from Smyrna were figs, raisins and olive oil —three products in which California has more than a passing interest. Of the first we import from Symrna about thirty-two million pounds per annum, while of the remaining two (raisins and olive oil) the quantity has of late years been a somewhat negligible one. It is fair to assume that from the port of Smyrna there were shipped to European centers an amount equal to that imported by the United States.

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SMYRNA MOVES TO CALIFORNIA

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Now for an indefinite time in the future there will be no Smyrna fig. Inevitably the starved peasants of the old Meander Valley and the ruined fig factors of what was once Smyrna will win back their markets. But in the meantime peoples of the world demand their figs. Whence will they come? From Portugal and Spain and Greece in driblets; from California in a heavy volume.

When the torch began to flame in the hand of the Turk the initiative of a certain few orchardists in California, who once were called lunatics, saw its justification. In the Pacific Coast there existed full-fledged an industry upon which the world could draw partly to supply the deficit wrought by the burning of Smyrna. Orders from English factors are coming in to the fig packers of the San Joaquin Valley—names of purchasers never before heard of among the fig groves down there. California fig growers, who have been fighting a hard fight during the past dozen years to get even a share of the domestic fig market, now discover a world market to be theirs. Little wonder that men who pinned their faith in figs two decades ago, when all their neighbors scoffed at them for fools, are convinced the age of miracles has not yet passed from the earth.

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A Golden Opportunity

FROM 1900, when after repeated failures the culture of the Smyrna was finally made a success, on to the opening of the war there was a gradually increasing interest in the commercial possibilities of the fig. In Fresno County, where fourteen years of experimentation had finally achieved a California replica of the Meander Valley fruit, plantings of fig trees showed a healthy increase and the packers paid an increasing amount of attention to the production of a high-grade pack to compete with the Smyrna imports in the American market.

Then the war and the blockade of all Turkish ports by British and French fleets. Complete stoppage of all fig imports from Asiatic Turkey. Three-quarters of all imported figs had come from Smyrna; when blockade shut off this supply and an inferior grade from Mediterranean ports was the only competitor of the California dried fig the latter at last came into its own. Fig plantings in the San Joaquin Valley jumped to annual rates of increase of 25 and 30 per cent.

Today there is in the state a total of approximately 35,000 acres bearing and nonbearing fig trees of all varieties, which yield a gross income of $3,000,000. The average price to the grower runs from seven to sixteen cents a pound—the latter representing a tremendous drive on black figs due to the discovery by many persons of this variety's fancied superiority over grapes in the matter of high-voltage hooch production. Fresno County, wherein one fig ranch alone comprises 12,000 acres, still remains the leader; but Stanislaus and Merced counties, immediately to the north, are running close seconds. Since the destruction of the great fig market of the Levant I have heard stories of sudden booms in fig lands elsewhere in the two central valleys and farther south.

The leap to popularity of fig culture has not been attended, however, by the sensational land kiting that has marked the scramble for grape lands since the passage of the Volstead Act. From several sources I have drawn figures on the average cost of improved fig lands in various localities. The consensus seems to be that a nonbearing fig grove can be purchased for $500 an acre, acreage in bearing running appropriately higher. Raisin lands and peach orchards in favored spots fetch $1500 and upwards an acre.

If it was the accident of war in 1914 which gave impetus to California's fig industry and the detestable tragedy at Smyrna which makes that industry temporarily the largest reservoir of the world's supply, it was neither accident nor the hazard of national hatreds that gave the fig in California its first real start. Rather was it that which always must make for any permanent winning of success—painstaking effort under discouragements and an indomitable spirit of discovery.

Here I must introduce George C. Roeding, leading nurseryman in the state and known by the title of Fig Father of California.

When he took charge of his father's properties near Fresno a good many years ago he found a fig grove which had been established in 1888. Among the figs planted there were several trees of Smyrna stock, but the Smyrna fig would not mature without pollinization from the flowers of the wild, or Capri, fig.

Though Roeding learned that the male flowers of the Smyrna species were the pollen-bearing buttons of the caprifig, and though he had Capris planted right alongside his Smyrna trees, the mysterious union would not be consummated.

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(Continued on Page 28)

A California Fig Grove in Full Bearing. Many Obstacles and Discouragements Had to be Overcome Before the Industry Was Established on a Profitable Basis

Palms Produce Tropical Effect

Popular All Over California

Are Impressive to the Stranger

By GEORGE C. ROEDING,
President [illegible] Nile[illegible]

There is no class of plants that gives so large an individuality to a California landscape as the palms; and no other class so vividly impresses the stranger from the colder countries of the beauty and enchantment of California than the palms. The characterization by Linnaeus as "The Princes and Princesses of the Vegetable Kingdom" is indeed a happy one, and affords the distinction that is certainly theirs. Appropriate in most any environment they lend a tropical appearance when placed in a somewhat spacious situation. All of the hardier species luxuriate in all portions of California, from the regions of fogs and ocean winds to the hot interior valleys.

This luxuriance in varying conditions of soils, climates and situations finds its chief explanation in the fact that palms for the most part are indigenous to semi-arid regions. That applies, however, rather to atmospheric conditions than to soil. For palms really appreciate wet feet and dry heads. Even the remnant of our native Fan palm forest (Washington filifera) in Riverside county is situated in a canyon where the soil is moist. Though withstanding arid conditions, it will be noticed that when the roots have access to moisture they attain the best development.

The palms naturally divide into two principal groups, those with fan-shaped leaves, and those with a feathery foliage. Of the former the native California fan palm is the chief example, and of the latter the date palm and its ornamental varieties are the most popular. In garden making, where space will allow, it is almost imperative that the palm be given first consideration, even though the plan will admit of only a single specimen.

Palms are sold at the nursery either balled or boxed; this makes it feasible to plant them at most any season of the year. It is, however, advisable to set them out in the spring and early summer; to plant just before our cold winter rains set in, the plants are apt to remain stationary in the ground; or at best to make but little growth. In planting palms it will prove advantageous to dig the holes larger than the root system calls for and also deeper. Then fill in the hole with good soil and firm down to the height the plant occupied in the nursery. Whether balled or boxed be careful to avoid disturbing the soil about the roots of the plant; with balled specimens plant burlap and all, only first cutting the baling twine; in case of boxed plants place in the hole just as the plant will remain when planted. When in its proper position tilt box to one side, and remove one-half of the bottom, reverse the operation and remove the other half of the bottom. The sides should then be carefully removed, taking care not to disturb the plant. Soil should be filled in around the plant, well firmed and watered thoroughly. It is best under all circumstances to leave a good basin around the plant, which should be filled several times to insure water reaching the bottom of the hole. If the weather is hot, it is a good plan to let the tops remain tied up for a few days. It greatly reduces evaporation and helps the plant to get established. Keep tops well sprayed.

For immediate effects large plants are invariably available, all of which transplant with safety. Since certain kinds are comparatively slow growers, it is often advisable to use larger plants rather than wait for their development to ultimate values.

Of the fan palms, the larger growing sorts and Washingtonia filifera, and Washingtonia robusta; for gardens of smaller area the dwarf Fan Palm (hamaerops humilis) is a hardy favorite, growing to about eight feet; hamaerops humilis Argentea is like the preceding except in foliage, which is silvery on the lower surface. Equally desirable is the Windmill palm (Trachycarps excelsus) of Asia, which is fine for street planting or aligning garden walks. In addition there are two other varieties, both handsome in foliage and habit of growth. Trachycarpus fortuni has a stouter trunk, tapering upward and the leaves are larger, while Trachycarpus nepalensis is adapted to windy situations, as the leaves will not whip to pieces.

Of the feathery leaved palms the ornamental Date Palm (Phoenix cauariensis) is the most popular and is well distributed throughout the state. Being of wide spreading habit and attaining considerable height, some allowance in the way of space must be made for its development. At times this palm finds itself in an environment much too small for its ultimate size. Where space is more or less contracted the smaller Date Palm (Phoenix reclinata) should be used.

Chestnut Tree a Good Producer

More Roeding Suggestions Given

Trees Should Be Planted on Roads

By GEORGE C. ROEDING
President California Nursery Company, Niles, Alameda County, Calif.

Primarily the object of street and boulevard tree planting is shade and beautification; but if we select certain kinds we not only attain these results, but also reap the benefit of crops possessing economic importance. Particularly does this apply in rural communities where the frontage is of sufficient dimension to permit rather free planting. In the selection of kinds and varieties there is considerable range, the fig, olive, walnut and chestnut being but a few yielding valuable fruits that are admirable for the purpose, providing climate and soil conditions are right.

For the moment let us consider the chestnut, which lends itself to coastal conditions in the central and northern regions. In this connection it will no doubt surprise many readers of The TRIBUNE to learn that in Italy the annual production of chestnuts is over 300,000 tons, and that chestnut products in France possess a commercial importance aggregating an annual turnover of several millions of dollars. Allowing for these facts it is surprising that this tree is not more of a feature in our landscape than it is, for it grows well with us (as a fine row now some forty years old on the grounds of the California Nursery at Niles clearly demonstrates) and the trees are average good croppers. In habit of growth it really is one of the finest trees imaginable for avenue purposes, presenting a wide spreading and umbrageous head, clear, bright green foliage, and clean trunk. It is also long lived, there being specimens in England over 500 years of age, sound and thrifty.

The chestnut is partial to deep, alluvial, river and valley bottom soils and likes plenty of moisture and the temperature is moderated by the influence of sea air and more or less foggy weather. When conditions are to its liking it will grow vigorously; if there are summer rains, so much the better. It will stand consiedrable extremes in cold weather. For street and highway planting the trees should be set not less than twenty feet apart in the row, and on a rich fertile soil thirty feet will be advantageous. The imported French and Japanese sorts are budded to seedling stocks of the Italian variety, Castanea vesca. After the tree has been "shaped up," subsequent pruning is confined to the renewal of interfering branches, and the checking of limbs which may draw the tree out of shape. Chestnuts are usually ready for harvesting in the month of October.

Evergreen Climbers Popular

Roeding Gives Garden Hints

Gorgeous in Their Colors

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By GEORGE C. ROEDING,
President California Nursery, at Niles, Alameda County.

A class of plants that are practically indispensable in the adornment of home grounds are the climbers and trailers, of which there are those beautiful for their foliage and others for the gorgeous coloring and form of their flowers. Their uses are specific, serving where other plants are simply out of the question. As coverings for porches, pergolas, fences, sides of buildings, rookeries, verandas, old stumps, and unsightly objects, their uses are fundamental in garden marking. For the most part they do well in any good soil and when once established, their after care is compa.atively easy.

Among the more popular evergreen kinds the bigonias (trumpet vine) are prime favorites. While doing well in any good garden soil, they prefer a somewhat sheltered situation. Bignoniachererere, a native of Mexico, has long leaflets, with tubular like flowers four inches long, blood red, and yellow at the base; in every way desirable. B. tweediana has lemon-yellow flowers, usually broader than long; in habit the vine is graceful and handsome, and will certainly "climb high" The tendrills are persistent and will adhere to brick and stone. B. venusta has a dark green and glossy foliage; flowers about three inches long and tubular in shape, bright orange in color; blooms in late winter and early spring; somewhat tender until well established.

The Bougainvilleas are showy evergreen climbers from South America with tiny blooms surrounded by showy bracts appearing like flowers and usually so called. Like a warm, sheltered situation and good soil with a reasonable mount of moisture. B. glabra sanderiana has small dark green leaves and flowers of a dark magenta color. B. glabra v riegota much like the preceding only that the foliage is brilliantly variegated. B. leteritia is somewhat tender and will thrive only in regions free from frost. Flowers are a pronounced brick red often verging to a deep wine solor.

The so-called climbing fig (ficus repens) adheres closely to walls by its clinging tendrils; leaves small dark green and heart-shaped. I is of easy culture, good grower, an does well about the bay region.

Hardenbergia is a handsom evergreen twining vine native t Australia. Flowers are pea-shape small and dainty, borne in compac closters during late winter and ea ly spring. A free grower, and de sirable for its winter bloomin habit.

These are but a few of the mar evergreen climbing and trailin plants available for purposes a ready mentioned. It is hardly po sible to imagine a scheme for th beautification of home grounds i which this class of plants will n only be found available, but indi pensable.

Oakland Tribune, Feb. 4, 1923

The Importance of a Good Lawn

Roeding Makes Some Suggestions

By GEORGE C. ROEDING,
President California Nursery Co., Niles

Paradoxical as it may sound, there is nothing quite so common as grass nor so important in the creation of home grounds. It is conceivable that a resarian and flower enthusiast might enjoy a garden or landscape devoid of grass plots; but his planting would not only be exceptional but almost bizarre and garish. In the case of the stately conifers, the tropical appearing palms and the majestic outlines of the broad-leaved evergreens, the plot of lawn is the frame to the picture; it is the fundamental and elemental feature that gratifies and satisfies our longings for the beautiful in shrub and tree, bud and flower, a picture of azure over verdure, gratifying alike to the sense of sight and of touch in play and repose.

To the average person the creation of a beautiful expanse of lawn seems quite simple, nevertheless, if it is to present a luxuriant growth and produce a dense sward, it will require careful preparation in its creation and intelligent care for its maintenance.

The character of soil has much to do with the development of a beautiful lawn. Here the home builder had better call in the services of an experienced plantsman for advice in the proper preparation of his land for lawn working. This settled the ground should be graded and made perfectly level, so that the lawn will present a solid, even appearance throughout. The best lawns are grown with Kentucky blue grass, though other kinds in certain situations are also used. A half a pound will seed approximately one hundred and fifty square feet. The seed should be evenly distributed over the surface, and since it is very light it preferably should be done when there is little or no atmospheric disturbance; even a light wind will tend to scatter it, thus bunching it more or less. Once distributed it must be raked in lightly, but thoroughly and even—which is no small job. Where the plot is small it may be possible to do so from four sides, the raking reaching the center; where the area is larger, care must be taken to avoid indentation by operating on the prepared ground. Two boards, one to be used in moving forward, should be employed as a base to stand on. This done, roll down with a light roller. Some water the planted area at once, but if the soil is in proper condition, watering had better be deferred for a day or two. When the grass is an inch high, again apply the roller, all the time having a due regard for the even surface of the lawn. When once established grass should be watered at regular intervals to insure the proper moisture and also cut regularly to maintain an evenly cropped surface.

In spite of every precaution there will appear foreign growth in a lawn. This is not due to impurity in the original seed; quite to the contrary, foreign seed may be carried by the wind, by birds and very often in the stable manure employed as a fertilizer. If the ground has been properly prepared, the foreign growth may prove a negligible quantity during the initial life of the lawn, but later it will be sure to appear. Close and frequent cutting will prevent weed seed development, but not complete elimination; this is only possible by a constant weeding out of all obnoxious growths that may appear from time to time. As the grass attains age, something in the way of fertilization must be resorted to, of which well rotted stable manure, properly treated so as to destroy the life of weed seeds, can be recommended.

Does Environment Lessen Pear Blight?

By George C. Roeding, President California Nursery Co.

THERE is possibly no single disease of fruit trees that has of late years caused wider disaster to the country than pear blight; nor is there one which has been more difficult to control. For fully two decades it has commanded the attention of investigators and research workers wherever pear growing has attained commercial rank. In some of the states east of the Rocky Mountains its ravages have been so pronounced as to wipe out the pear orchards over wide areas; in others the cost of combating it practically rendered pear culture unprofitable; in still others it is only possible to keep it below the danger line with heavy expense. Owing to its presence pear culture, according to the last federal census, shows an appreciable decline east of the Mississippi Valley, while in the Rocky Mountain region and in the Pacific Coast states it is not without menace to the industry. There is no state in the Union that is immune; often it is more virulent in one section than another, but nowhere has a specific remedy been found, though measures that afford some relief in checking its spread are more or less in evidence and if faithfully observed do much to maintain pear culture on a profitable basis.

In view of these facts it is not at all surprising that pear blight was a subject of intense interest at the late State Fruit Growers' Conference held at Berkeley under the auspices of the University of California. Interesting as the discussions were, there was one important point that many failed to grasp, and that is the influence of environment and climate. For over 20 years it has been my observation that pear blight is almost entirely absent in the coastal regions of California, Oregon and Washington, that is, directly along the coast and inland, say, for a score of miles. The region immediately surrounding San Francisco Bay is practically free. I know of orchards in that region 40 years old that never have been affected. At Niles, in my test orchard, where I have growing and in full bearing 120 varieties of pears, including a number of trees nearly half a century old, pear blight is unknown. Similar testimony comes from other orchard owners in the same region. Prof. F. C. Reimer, in answer to my question why the disease never found lodgment along the Coast, replied he did not know, but it was a fact known to research workers that the disease was practically unknown along the Coast from Washington to California, that the area exempt to its attacks extended inland for some miles, that in this area, under certain climatic conditions, it might appear in a modified form one season, only to disappear in the next, and that the salt air seemed inimical to the disease.

Conditions and Environments

Professor Reimer's observations coincide with my own. Pear orchards of large production are no uncommon feature in the central coastal regions of this state, and, what is of vastly more importance, they are invariably free from blight. While fruit growers' conventions are full of talks on diseases and insect pests, one hears little of conditions and environment for the production of commercial fruits. It is a demonstrated fact that more highly colored pears are grown along the Coast than farther inland. The best colored fruit at the University Fruit Exhibit came from Monterey and Santa Cruz Counties. The Buerre Clairgeau, Buerre Bosc, Buerre d' Anjou, Doyenne du Comice, Bartlett and Forelle (Trout) were indeed beautiful to behold by reason of their high color, rendering them especially desirable for eastern shipment. In my visits to the leading pear orchards in Santa Clara, San Benito, Alameda, Sonoma, Contra Costa, Santa Cruz, San Mateo, Mendocino and Humboldt Counties, I found much the same conditions prevailing, with little or no blight in evidence. In some respects this is quite remarkable and merits consideration in relation to pear culture.

Climate a Factor in Pear Culture

In California the four points of the compass have but little significance in defining climatic conditions. To say "northern" or "southern" California does not mean that the former is "cold" nor that the latter is "warm." Citrus fruits flourish in both regions, likewise do apples and pears. If we will consult a climatic map of the state we soon learn that there is a belt or region with an average temperature of about 52 to 56 degrees where there are few very hot or very cold days. This belt traverses the length of the coast line of the state. If Professor Reimers, after ten years of research work in trying to combat the disease, is correct in his statement as to the absence of pear blight along the Pacific Coast, our pear blight problem is at least in a measure solved.

Calif. Cultivator Dec 9th 1922

U. C. HAS VARIED EXHIBIT OF FRUITS

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No? Then a visit to the third annual fruit show now in session in Hilgard Hall at the University of California will be worth your while.

Fruit from 21 states besides California, offerings from India and China, plants from any climes and bottled and dried fruits in bewildering aray greet the eye of the visitor. A "miniature state fair" is what Professor W. V. Cruess, associate professor of food products who is in charge of the exhibit, has called the display, which is held under the auspices of the university's colege of agriculture.

Pears weighing two pounds each, quinces as big as an ordinary person's head, apples of all sizes and hues, mangoes from India, cactus fruit from the tropic regions—these are some of the things on display. And Prunes! The lowly prune occupies a place of glory with late peaches and plums. There's the Grand Duke prune, the American, the Italian, the French,

Los Angeles Sunday Times

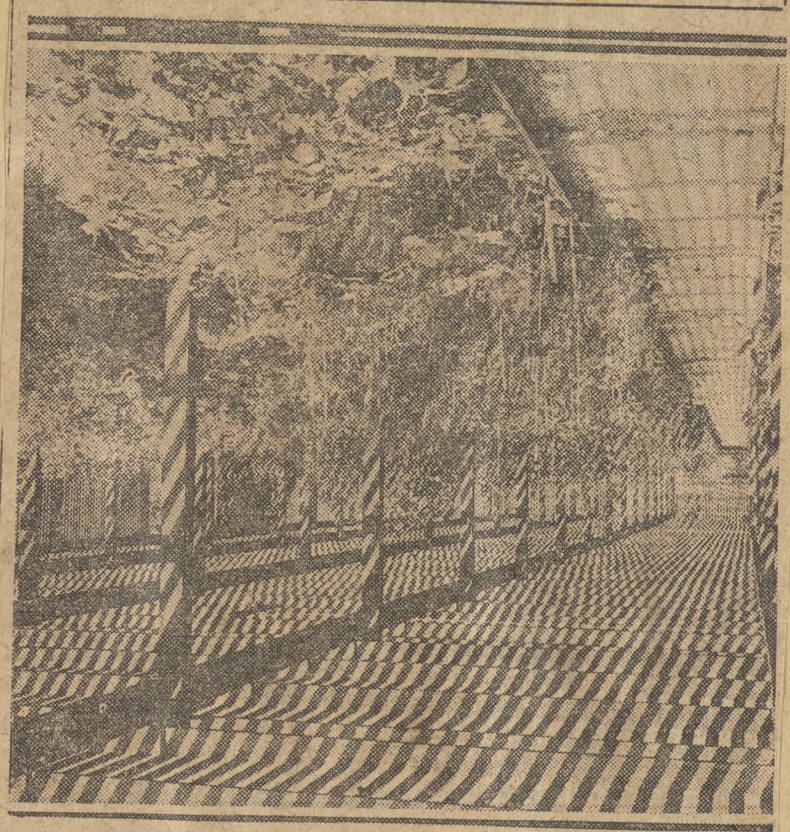
At the Annual University of California

The exhibit of pomegranates, persimmons and citrus fruits. Twenty-five varieties of citrus were on display.

Sunday, December 10, 1922

Fruit Exhibit

Shipping at California Nursery



The shipping season is at its heighth at the California Nursery at Niles. Thousands of trees, shrubs and plants of all kinds are being shipped from Niles to all parts of California by rail, while other thousands are being taken away from the grounds by the purchasers in their own conveyances. The California Nursery has developed an enormous trade in trees and shrubs bought on the grounds by people who visit the nursery, and this trade is now at its heighth. Automobiles in great numbers visit the nursery daily and many loads of plants are taken away by the visitors. Several new sales houses have been built during the year to accommodate this trade.

Oakland Tribune 1923

AROUND THE LOBBIES

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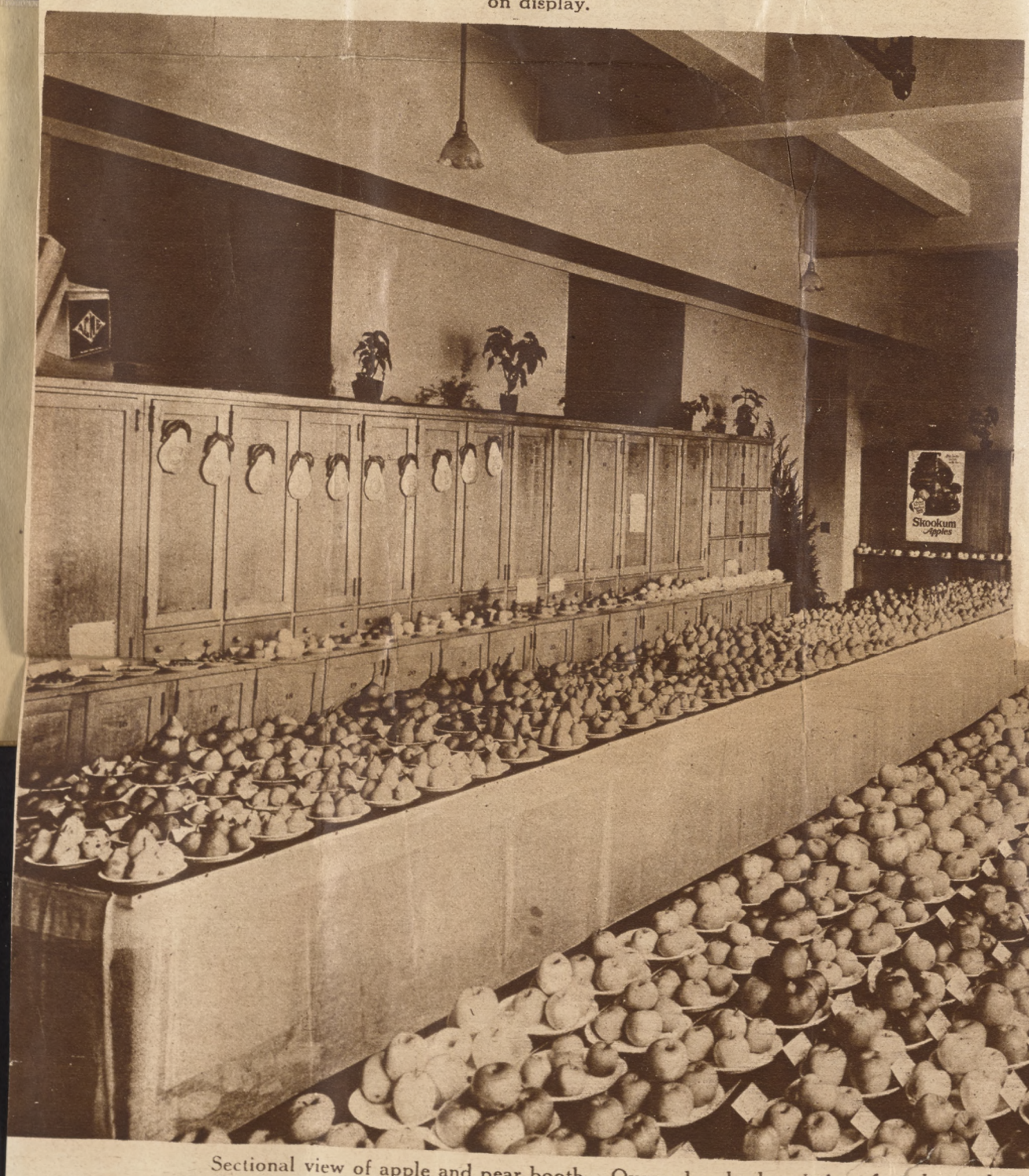

Sectional view of apple and pear booth. Over a hundred varieties of apples and eighty-o

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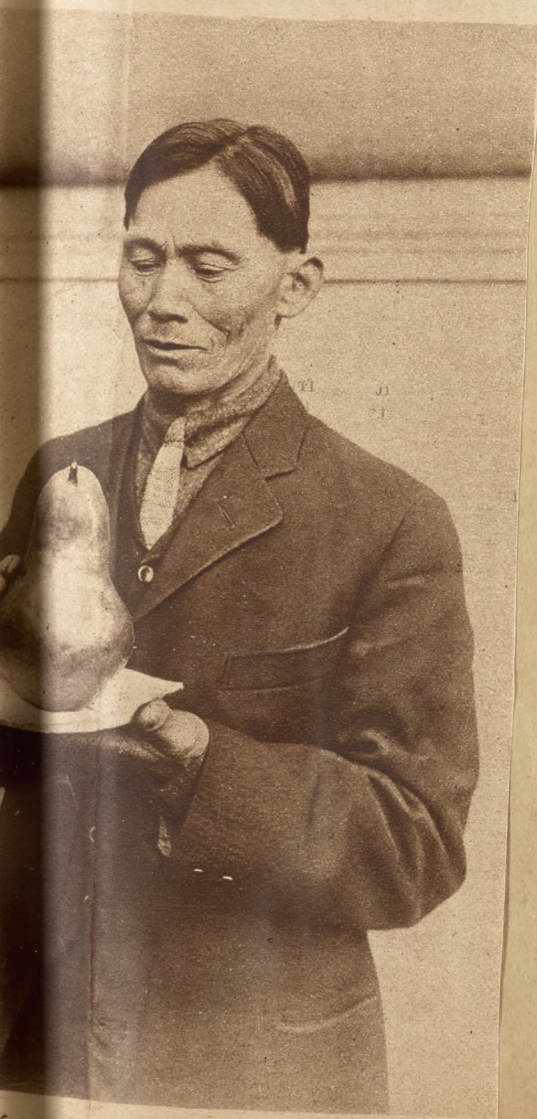

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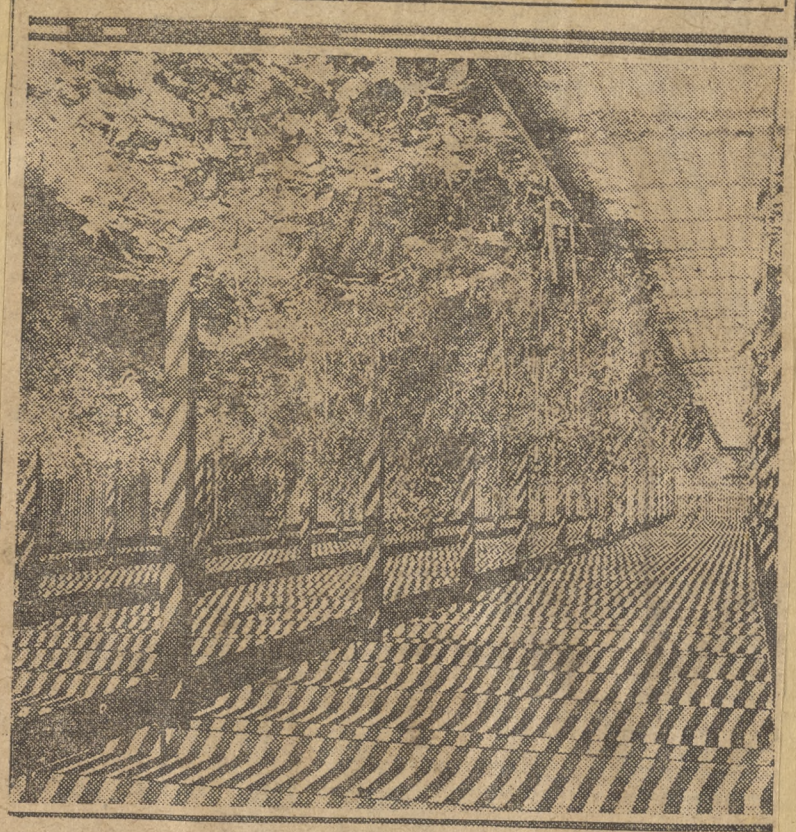

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University officials proudly hold up to public display the latest California fruit marvel—the seedless black grape grown at the universtity farm at Davis. The "Black Monukka," this is called and because of its newness it has not yet been placed on the market, although the demand for it has been ceaseless since news of its perfection became known. Of unsual sweet flavor, the new seedless grape is of medium size and grown on thickly clustered bunches.

Alsa making its debut at the show is Duckwall apple, a product from Tuolumne county, a fruit with rosy cheeks and firm body. This latest addition to the apple family has never been shown before and is one of more than 80 varieties of apples on display ranging from the size of marbles to small-sized pumpkins.

China is represented by several varieties of dates sent from Frank N. Meyer at Shantung, China, and successfully grown together with other unusual fruits at the United States plant introduction filed station at Chico. Jujubes from China are another novelty offered to visitors.

Of pears there are some 40 va-vieties. The "freaks' 'in this gory are offerings from Georgia and Florida which smell and taste lige a pineapple, but have all the looks of a pear and from Idaho which sends a pear disguised as an apple. The pineapple pear is decleared to be blight resistant.

Prominent among the displays are exhibits sent by J. Le Roy Nickel of Menlo Park who shows 50 varieties of apples and George C. Roeding of Niles who besides shrubbery and plants, has a motley collection of nuts and deciduous fruits. Talking of nuts —well the whole family is there ranging from bewhiskered chestnuts to blanched almonds.

The fruit show will continue all of the present week, and is open to the public. A student judging team will award honors to the exhibitors. Ths team, composed of students in the college of agriculture, includes the following: Alvin J. Sylva, A. C. Shay, J. L. Fidler, A. C. Adams, E. H. Service and M. T. Thorstenson.

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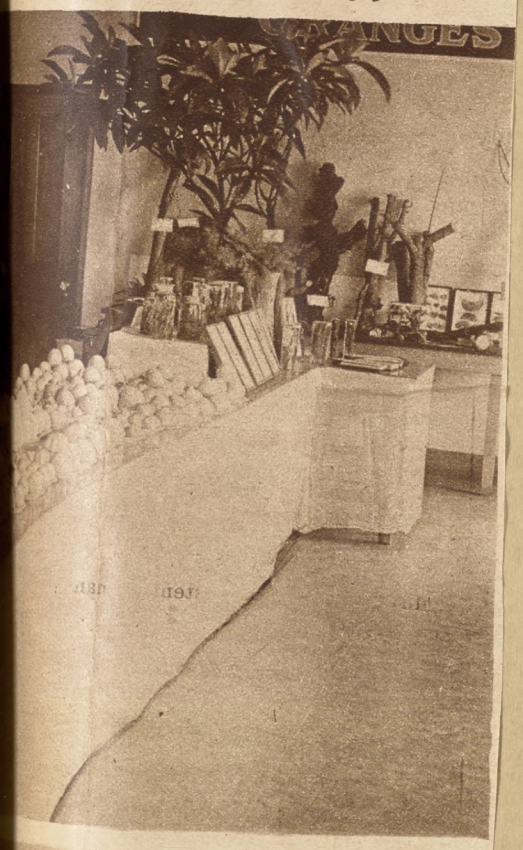

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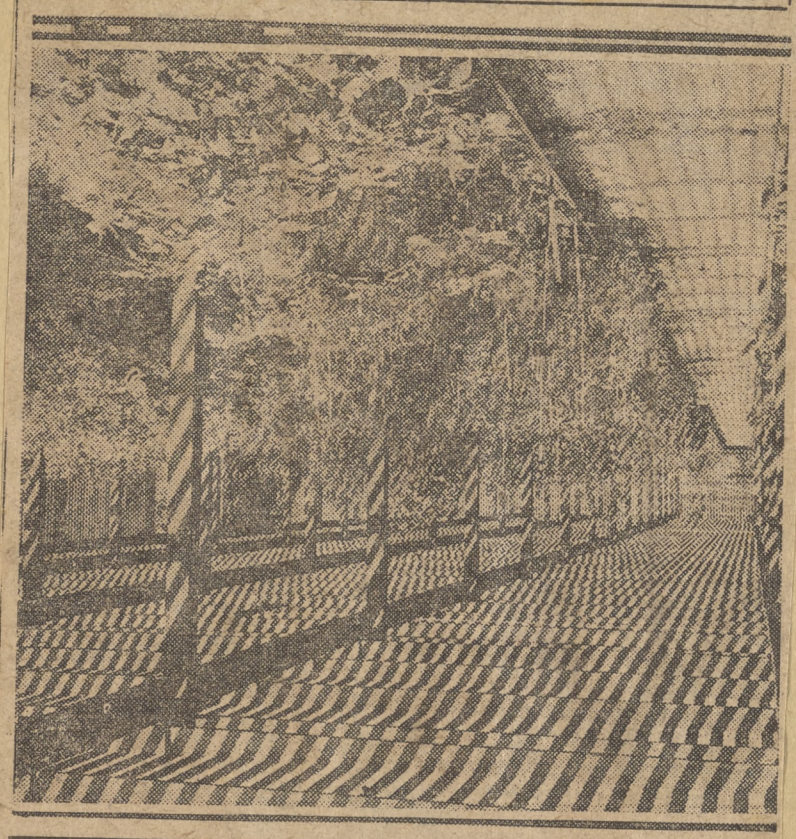

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S. F. Examiner, 1923

Future Nursery Plantings to be Guaranteed.

Written for Pacific Rural Press by R. E. Hodges.

A TEN-YEAR dream is coming true. It was a happy dream at the start; it was happily received when first publicly expounded three years ago; and its realization means immeasurable benefit to the fruit growers of the state. Wm. T. Kirkman, Jr., then president of the California Association of Nurserymen, proposed at the Fruit Growers' Convention in Chico in November, 1919, that the nurserymen and planters of the state should get together in a separate co-operative organization by which experts would be employed to locate the best bearing trees of all varieties of fruit for the purpose of using buds from such trees only for propagation of nursery trees for future orchard planting in California. He was was greeted with enthusiasm and whole-hearted support. A committee of six, including himself ex officio, was appointed to work out details of the plan, to bring about the organization, and provide $100,000 capital on which it could work. This committee met the following month, and the importance of its deliberations was emphasized by Prof. E. J. Wickson in the following words: "It is our judgment that the movement to restrict fruit trees to the varieties which best serve specific purposes, and to the best types of such varieties on the basis of quality, form, size, and productivity, is one of the most important which has arisen in the line of progressive fruit growing."

Mr. Kirkman hoped to eliminate a large part of the grief which has come to fruit growers who have bought trees of undetermined varieties whose true characteristics were not discovered until several years' use of the land and a great deal of investment had been lost. Many complaints of this sort come to the Pacific Rural Press; and it is surely a grievous condition of affairs when a man cannot buy fruit trees even from some most reputable nurseries with any adequate guarantee that they are true to name and of a heavy bearing nature. There has been too much practice among nurserymen to get their buds at the most convenient place without much investigation as to the variety of the trees from which they were taken. Some have even budded trees in the nursery rows year after year from other non-bearing trees in the same nursery; and many have obtained their buds from other trees which had not yet borne fruit. So long as this condition exists there will be heavy losses due to the planting of trees untrue to variety name and of poor types within the varieties.

The object of the Bud Selection Association has been to locate bearing trees throughout the state, known by their manner and quality of growth and fruitage to be of the varieties by which they were called, and known by their fruits to be of the best bearing, best quality types within those varieties. Mr. Kirkman hoped that, after locating such trees and getting several years' records on them, that he might use buds from the very best trees in the state to produce a "budwood orchard" from which all members of the Association could get all the buds they might need. Some of the troubles of the past three years have been due to varying opinions as to the advisability of this plan; but it is now being brought into fruition.

Budwood Farm for All Nurserymen.

A 160-acre plot of land near Brentwood has been cut off from a 1,000-acre tract purchased by Mr. Kirkman for nursery purposes; and is to be planted by the Bud Selection Association with several hundred commercial varieties of trees budded from the best bearing trees found in the state during the past three years' search. Mr. Kirkman takes stock in the Association as his pay for the land; and expects never to get back the cash in any direct way. However, he hopes to get his share of the increased benefits which will follow the policy of "providing the planter with what he expects" as well as the general prosperity which will come from planting orchards throughout California which will produce regular heavy crops of fruit of the best types.

"Within a short time," says he, "when the benefits of this system of propagation from individual trees are realized, refusal of any nurseryman to guarantee trueness to variety, to a value many times the original purchase price of the trees, will be regarded as a ridiculous relic of the days when planters bought what they did not expect or want to get, and had no recourse."

The speed with which good or bad types can be spread over the state with profit or disaster to the planters is illustrated by 260 one-year peach trees on the 160-acre piece, the use of which is now virtually donated to the Bud-Selection Association. They were topworked last summer with five buds each from the one best French prune tree which Association workers had found in the state in three years' search. Next summer, enough buds could be taken from these trees to propagate half a million nursery trees from this consistently heavy yielding strain which bears large-sized, high-quality prunes.

Experts Head Bud Association.

Mr. Kirkman wants all nurserymen to guarantee their trees true to name, and he believes this is simple and practicable through the present plan of the Bud Selection Association. But he has long believed that the Association should be headed by some one other than a nurseryman. Now that it is thoroughly established, he recommended (and the recommendation was accepted), at the recent Directors' meeting that his own resignation as president be accepted, effective January 1, 1923, and that F. W. Anderson, an exact and expert pomologist be elected in his place. Mr. Anderson was trained under the late Dr. J. C. Whitten, and has for several years concentrated on steady careful field work, studying intensively in all spare time. He has become a recognized authority on varieties and on all the phases of fruit propagation in California. Associated with him, C. B. Weeks will continue as field manager, Millard Sharpe will aid as much as his own affairs will permit; and the group of specialists trained under their guidance to distinguish varieties of nursery trees will continue the work and probably give planters a follow-up service after their trees are planted in orchard form.

Years' Bud Selection Activities.

One of the strong supporters of the idea from the beginning has been J. E. Bergtholdt of Newcastle. Mr. Bergtholdt gives us the following sketch of activities of the Bud Selection Association during the past three yars.

Activities of the Bud Selection Association the past three seasons have been directed along two lines:

(a) To make available for propagation to members of the Association sources of budwood. To accomplish this we have located blocks of trees of each variety in commercial orchards in various fruit-growing districts of the state, the requisite being that the particular block of trees meet with the following requirements:

1st. Trueness to variety.

2nd. Good record for productiveness and quality of fruit.

3rd. If a variety among which there is prevalent any variation in type, that it is of the best type that to date has been determined in our observational work.

In each of these blocks selected for propagation, we select and mark trees as sources of budwood, the requisite to the individual trees being that within these blocks they appear to be the best specimen trees for thrift, productivity and quality of fruit. Individual trees, sufficient for our propagation, of all standard varieties have been thus selected, marked, and charted; and during the past three seasons, buds from these trees for propagation have been furnished to those of our members who are supporting the work.

Individual Trees Recorded.

b) A large portion of the activities of the Association have been employed in taking record of many trees in various districts of the state for the purpose of determining:

1st. The best types of any individual variety.

2nd. Individual trees that show any marked variation in type, better than others on observation.

The object of this second phase of our investigational work being to select individual trees of the best type in the various commercial varieties to be used as mother trees for the propagation of our budwood orchard. It being the intention of the Association from these trees finally so selected at the end of the four seasons observational, test and investigational work, to propagate trees in our budwood orchard to be used as a source of supply of buds as long as, and until our future investigational work may prove out a type of any variety superior to what we are then propagating.

When you take into consideration the promiscuous propagation from the great variety of promiscuous sources, as always has been practiced by the individual nurseryman, no matter how careful the individual may work, the propagation that we have made under the work of the Bud Selection Association the past three years, and that we will make by the same method until budwood is available from our bud orchards, is far in advance of the methods of propagation practiced by most individual nurserymen not participating in this work, particularly in the following features:

1st. Greater degree of absolute assurance of trueness to variety.

2nd. Assurance of an accurate, painstaking selection of the best known types of individual varieties.

3rd. The assurance of propagation having been made from the best individual specimen trees of the blocks of any variety selected for propagation.

Careless Propagation Discounted.

Now, while these advantages can not be determined in actual figures, it seems safe to estimate that in practice a propagation so arrived at would be about 5 per cent and 10 per cent better than the methods of propagation employed by the best of the individual nurserymen, not to speak of the careless and promiscuous propagation practiced by the majority of nurserymen.

Even if this difference were but 1 per cent instead of 5 per cent to 10 per cent, a difference of 1 per cent on one season's propagation of the nur-

serymen who are participating in this work, will mean many, many thousands of dollars more of income to planters of the trees so propagated.

We expect for the propagation of 1924, to have sufficient budwood available for propagation in our budwood orchard as explained under "b," so that by 1924 all of our propagation will be done from our bud orchard.

Where our present propagation can be rated at 5 per cent to 10 per cent better than present methods, under the propagation made from our bud orchard, this can be safely rated at 10 per cent to 15 per cent.

In addition to this, in our work we have developed men who have become experts in the identification of varieties, whom we employ to check over our nurseries, so as to further safeguard our trueness of varieties, and the avoidance of an error. And in the future years, as an additional check and safeguard, we aim by these men to give the same service in checking up the young orchard planted, giving in that respect a degree of expert service safeguarding the planter, that no individual nurseryman can develop within his own organization.

It will be the intention also of the organization to persevere in our investigational and observational work, looking always for the best and proving it out, and at the same time also engage in plant breeding to whatever extent we can.

Those who can recognize the efficacy of what we have already accomplished, and of our plans for the future, will accede that this is the most worthwhile effort that has been, or is being made for commercial horticulture in California.

Rural Press
Dec 9, 1923

Cotoneasters Are a Favorite

George C. Roeding Tells Why Give Color in Winter Season

379

By GEORGE C. ROEDING,
President California Nursery, Niles, California

No class of shrubs command a greater popularity in garden making along the coastal regions of California than the Cotoneasters, of which there are some fifteen species.

In a measure this is due to the fact that all are of easy culture, finding conditions particularly to their liking in the bay counties, and are really fine ornamental acquisitions to the garden either as single specimens or planted in groups. Flowers are small, solitary, or in axillary or terminal cymes, white or pink in color; leaves simple, generally woolly beneath; the fruits are round and an intense scarlet red, remaining a conspicuous and handsome feature of the plants throughout the winter months.

Some varieties are upright in habit of growth, others sprawling and almost trailing. Effective planted in masses against a wall or building, at the intersections of walks or in corners. Must be classed as low growing shrubs, which are rapidly attaining popular recognition in garden making. The following varieties all do well in the central coast counties.

Cotoneaster acuminata, height about six feet, of erect habit; leaves medium and pointed; flowers pinkish-white; berries red and showy; semi-evergreen.

C. augustifolia, of a spreading habit, somewhat spiny; leaves long and narrow; berries orange yellow.

C. francheti, of upright growth and arching branches and graceful habit; leaves medium size and downy; flowers pink; berries yellowish-red

C. frigida, a strong grower, almost attaining the size of a small tree; leaves long, flowers white; berries scarlet. A vigorous grower, hence requires some pruning.

C. horizontalis, of trailing habit, branches sprawling over the ground; leaves small; flowers pinkish-white; berries abundant and bright red in color; quite deciduous.

C. pannosa, a really beautiful shrub of upright habit, with slender and arching branches; leaves green above and silvery down beneath; flowers white; berries abundant and of a bright vermillion red color. When cut will keep in water for weeks.

Cotoneasters are indigenous to China and the Himalaya mountains, and are particularly a conspicuous feature in parks and gardens during the early winter months by reason of their brilliantly colored berries when all flowering plants have spent their autumnal beauty. Being inexpensive, renders them generally available.

Oakland Tribune Jan 7 1923

Shipping Plants From Niles, Alameda Co.

Carloads of ornamental plants, roses and fruit trees are shipped daily from the California Nursery at Niles in the shipping season which is now at its heighth. In addition to shipments of this kind that go all over the state and to most parts of the coast there is a vast trade in nursery stock that is picked up by visitors to the sales yards who come in their automobiles, make the selection of the actual plants wanted and take their purchases away with them. This system of purchases has been developed under the personal direction of George C. Roeding, the president of the California Nursery Company and one of the leading horticulturists of the United States. Thousands now visit the yards and lath houses at Niles, if for no other purpose than to see the great variety of plant life that Alameda county will produce. The California Nursery now operates sales yards in Modesto and Merced and a great fruit tree nursery at Loomis in Placer county, making the company the largest nursery plant in the West.

Oakland Tribune, Jan. 28, 1923

FIGS AND THE FUTURE.

In the Garden of Eden the fig tree was the first man's greatest friend; it furnished both food and clothing. The fig was the first fruit known to mankind; it is the last to be exploited. Its propagation is practically in its beginning.

For many years figs in small quantities were shipped out of Fresno county. The trees usually grew as borders to the vineyards, the growers calling them "mortgage lifters." The money obtained from them was looked upon as "velvet."

Not until experiments made by George C. Roeding, pioneer horticultural expert, something like twenty years ago, was it demonstrated that the Smyrna fig grew as well in the San Joaquin Valley as on its native heath. Roeding imported the caprifying fly, the blastophaga, from Asia Minor. The planting of a few orchards followed. Today there are 20,000 acres of figs in the San Joaquin Valley. Several thousand acres are in the Clarkadota tract near Stockton. Twelve thousand acres in small subdivisions are in the J. C. Fortner Fig Garden tract immediately north of the city of Fresno. Demand for dried figs is steadily increasing, this being the form of preparation with which the public is most familiar. But modern methods of refrigeration permit the shipping of fresh California figs to Eastern markets, where they command remarkable prices. Fig jams, preserves and confections are growing steadily in favor. Figs and peaches are handled through another great cooperative marketing organization similar to the raisin growers' association. It is creating markets by educative advertising and scientific salesmanship.

The S. F. Bulletin
Oct. 4, 1923

Over Forty Years of Fruit Tree Bud Selection.

By Geo. C. Roeding, Pres. Cal. Nursery Co.

There are those who are prone to the opinion that bud selection is a comparatively new practice in propagation of nursery fruit trees; that it has been forced upon commercial plantsmen by the exacting demands of critical buyers of economic nursery plant products; that in California the nurserymen have on the whole been derelict in their duty to the purchasers of their products; in brief, that their goods have not been as represented.

A Glorious Record.

For fully seventy-five years the nurserymen of California have been supplying the basic product that has made possible a fruit industry with an annual gross turn-over of over three hundred millions of dollars, during all of which period they have done more in the exploiting of suitable fruit varieties and root stocks to meet varying conditions of soil and climate, and at the same time meet the exacting demands of planters, than any other one single factor in our horticultural development. Allowing for this, does it stand to reason as a class that they have been guilty of selling fruit trees untrue to name and of questionable bearing characteristics?

Bud Selection Pulsations.

While other divisions of California have made rapid progress along lines of betterments, the nursery industry has not been without its pulsations. Among these the matter of standardizing nursery fruit trees has of late years been rather prominent. Its objective points are: (1) a system of production that will guarantee a tree that will prove true to standard and variety; and (2) the growing of trees propagated from buds cut from record performance trees. The idea has, however, been more or less in evidence for many years. George T. Powell (father of the late G. Harold Powell of the California Citrus Growers' Exchange) practised it successfully many years ago with apple trees in New York state. In recent years A. D. Shamel, pomologist of the United States Department of Agriculture, has done some remarkably good work in bud selection with citrus fruits, which is of the utmost importance to growers because of the marked variation in the standard varieties, and the tendency toward mutations in citrus fruits to such an extent that some trees would bear no fruit at all, while in others the variation in the quality of the fruit, its shape, and other factors very frequently interfered with the profits which might have been realized; hence the importance of creating standards. The citrus growers of California are a unit in conceding that Mr. Shamel's years of painstaking effort and careful research work have been a pronounced success.

For years many of the more advanced nurserymen doing research work in the study and observation of deciduous orchards kept careful records of the behavior, quality of fruit and the bearing tendencies of trees from which they cut their buds. To assert that this painstaking care has not been a contributing factor to California's supremacy as a fruit-producing section is to ignore a self-evident fact.

A Pioneer in the Movement.

Among those who have gone to their reward, but whose work remains a monument to their endeavors, none did better service along the lines of bud selection than the late John Rock. So strongly was he imbued with the idea and its ultimate importance that he established a test orchard on his grounds at Niles over forty years ago, on which he planted many varieties of fruit trees. After testing out trees true to name, of good-bearing behavior and yielding good crops of quality fruit, they became the source of bud wood for the propagation of the nursery fruit trees he sold during his career as a nurseryman. That orchard came into my possession a few years ago. These grand old mother trees were the source of "selected buds" for nursery fruit trees grown and disseminated for a generation by the firm he established. After being under close observation for nearly a half of a century, it is fair to assume that the record is one worthy of confidence. Other pioneer nurserymen also exercised a care that insured the reliability of their nursery trees, millions of which now dot the landscape as profitable producers of standard fruit.

Condition, Environment and Variation.

Obviously, intelligent bud selection for all kinds and varieties of fruit trees is hardly possible from one orchard, even though it contained all the sorts demanded by a modern nursery establishment. Since no two trees are exactly alike, so likewise each kind of fruit finds its best development when placed in an environment to its liking. Many instances of the influence of climate and environment on the behavior of commercial fruit varieties were shown in the exhibits recently staged at the College of Agriculture in Berkeley. In the apple and pear exhibits, of which the former contained 105 varieties covering something like 20 states, and of the latter 81 sorts, mostly of California origin, the variation in apples was wide in range, from those possessing commercial value to those of no value at all; in pears the variation was also marked, but less in degree. This variation was manifested in size, color of skin, quality of flesh, etc. To a degree these variations are influenced by the character of tree planted, but in a much larger measure they are to be accounted for by local conditions of soil, moisture, climate, pruning, fertilization, etc. Undoubtedly this variation as between good and poor fruit, productive and non-productive trees, may be reduced by bud selection; nevertheless, the best of orchards will produce some cull fruit. Virility, stamina, and bearing capacity is what the planter wants in his tree; to secure this any intelligent nurseryman who is interested in the development of our great fruit industry will get his "selected buds" from record performance trees in bearing orchards that have "made good." Allowing for these facts, budwood of the right quality cannot be secured at one source. Prevailing conditions may also produce (and often do) variations in fruit and plant grown from a selected bud. Commercially, however, the chances are they will "come" reasonably true to type and behavior. For these reasons I have maintained accurate records of orchard trees in various portions of the state covering nearly a score of years from which "selected buds" have been secured for all varieties of commercial fruit trees propagated by the concerns with which I have been associated for a quarter of a century.

The Elimination of the Unfit.

The nursery industry certainly pulsated in the right direction when it sought to eliminate undesirable fruit varieties. Large volume of standard fruit suitable for special purposes is what buyers want. Then why list as many kinds and varieties as there are colors in the rainbow? The work that has been accomplished during the past few years in the elimination of the less valuable varieties has proven of great value to planters and nurserymen as well as to the trade.

The Significance of Bud Selection.

Experienced propagators of nursery fruit trees as well as orchardists have for years been cognizant of the reliability and behavior of different kinds of fruit trees; a variation not only in the bearing habits of the trees, but also in the quality of their products. It has been the aim of established nurserymen to produce a race of nursery trees that would at least eliminate an appreciable per cent of the unprofitable. In California it is quite safe to say that plantsmen have accomplished something in this direction during the past quarter of a century; that it has been substantial the records of commercial fruit culture during the same period bear ample testimony. Our fruit culture, as it is today, would not have been possible with a race of poor fruit trees. There are California nurserymen who have practiced bud selection along individual lines for a series of years that has been of real service, whose efforts merit commendation and whose zeal in this direction is unquestioned. Their ambitions were high and not always without good results. In individual cases much the same practices were used with deciduous fruit bud selection that have applied with citrus fruits. This means that tree records have been maintained covering not merely a year or two, but several decades, and not only in one or two orchards in a given locality, but in many orchards in widely divergent sections of the state, or wherever certain fruits reached a high state of perfection and the trees developed regular and abundant crops. Indeed, there are those in the nursery industry that have made this a practice for years. Their methods may have lacked in mathematical precision, but their devotion to a principle cannot be impugned. When it requires a record of not less than from five to ten years to definitely determine the quality of fruit and bearing capacity of a record tree, it at once becomes apparent that the California nursery industry has at least something to its credit, and when there are here and there nurserymen who have kept orchards and tree records covering a score of years, we begin to realize why California leads in the production of nursery plant products. And while bearing characteristics may be more or less variable as between one season and another, due to climatic conditions such as scant rainfall, early frosts, etc., bud selection possesses its chief value in perpetuation of the best types of particular varieties of all our standard commercial fruits.

Bud Selection and Governmental Supervision.

Bud selection is not without a suggestion of being a governmental function. Plant breeding and pedigreed seeds are two lines of research work largely carried on by the United States Department of Agriculture. But for the initiative and vision of Mr. A. D. Shamel, backed by the judgment of the Department, it is doubtful if citrus fruit bud selection would have become the practical working thing that it is today. In this connection it is pleasant as well as gratifying to learn that there is a prospect of Mr. Shamel undertaking a similar line of work in deciduous fruit bud selection, under authority of the Agricultural Department at Washington. That this is something more than mere rumor is wish alike of fruit growers and progressive nurserymen. With a background such as here outlined, combined with the support of the co-operative fruit marketing associations, there is every reason to believe that bud selection in deciduous fruits will become as firmly established in California as it has with oranges and lemons; and it is the firm conviction among all classes that it will be equally as successful.

Will We Have a Race of Super Trees?

Much of the literature treating on bud selection carries the impression that nursery trees produced in this way will all be super trees; that a bud selected from a phenomenal producer of standard fruit will duplicate the performance irrespective of other considerations. Experienced growers know better. So many contributory factors enter into the problem that such conceptions are largly utopian. This does not, however, vitiate the argument for nursery fruit trees grown from buds cut from record performance trees, much as these may vary in economic values and in behavior. Bud selection will not produce a super race of trees, but it will greatly improve the quality of much of the nursery stock grown in this country. All plant life is subject to fundamental and elemental law beyond human control; we can overcome some of the obstacles in providing an environment suitable to its widest productive values, and also by care and management. Though Nature abhors duplicates, nevertheless we can, within certain limits, increase the quality of our fruits and also the bearing capacity of tree and vine. Bud selection is but one step in that direction. I merely call attention to these fundamentals for the reason that nurserymen who are doing everything within their power to grow fruit trees true to name, and cut buds and scions from trees which have a good record back of them for a number of years, are fulfilling their duty to the public. On the other hand the planter has a responsibility in the intelligent planting and after care that he cannot escape if the tree is to fulfill its purpose. Beyond the question of a suitable environment (though that is also vital), the management of fruit trees is equally as important as that of strain and bud selection.

Safeguarding the Public.

Much effort has been put forth of late years to prevent the sale of untrue to name trees on the part of nurserymen generally, and in so far as these efforts are sincere and practical they merit consideration. In California, however, there is now produced a higher type of nursery fruit trees than in any other portion of the world. When it is remembered that every unit of vineyard and orchard in this state represents the product of commercial plantsmen, and that the fruits of these self-same vines and trees now dominate in the markets of the world, and that all these fruit food products reach the ultimate consumer uniform in quality and type, it may be allowed that the California nurseryman has produced trees of proven quality. That fact is of itself a guarantee that the business has become standardized. No nurseryman who appreciates the exacting demands of his calling; who realizes his responsibility to the man buying his product for the establishment of an orchard or vineyard; who is alive to the requirements of buyers for standard fruit and the hazards the grower assumes in its production, is going to do but one thing, viz.: sell the best trees that skill, knowledge and human effort can produce. It is just this thing that the leaders of the industry have done in California ever since fruit culture assumed high commercial rank.

Rural Press
Jan 20 1923

TEN THOUSAND FARMS ARE DEVOID OF FARM ADORNMENT

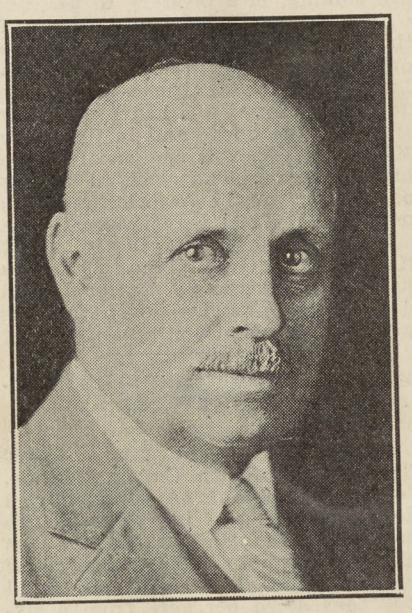
By Geo. C. Roeding, President, California Nursery Co., Niles, Cal.

Allowing for the marvelous development of economic horticulture in Washington, Oregon and California, it is sometimes surprising to observe how little attention has been given to ornamental plants in the beautification and adornment of the home grounds of our farms. Possibly the care and importance of paying crops has been so strenuous as to preclude any serious attention to the planting of ornamentals. In the earlier periods when the commercial fruit business of these Western States was still in the formative period, this explanation might have been valid, but since its successful exploitation, the beautification of the home surroundings is not only advisable, but in the interest of a healthy civic pride it is also a duty. With the advent of the automobile and the paved public highway, farm life has lost its isolation and found a place in the sun where it should be made attractive by the intelligent use of suitable plantings of flowering and ornamental plants in the immediate vicinity of buildings and the entrance grounds to the home. It is indeed jarring to sensitive nerves to view a beautiful orchard scene alongside of home surroundings that are bare of vegetation and only indifferently kept. A scraggly conifer, a dilapidated lilac, a neglected hawthorne, a few sickly-looking rose bushes, uncared for flower beds, all tawdry in appearance, with unkempt lawn, are not uncommon sights in Oregon, Washington and California. No plan, no unity, no harmony, no beauty—just a miscellaneous lot of neglected ornamental plants.

There are those who regard adornment of home grounds as an expensive undertaking, not only in its creation, but in its maintenance. In the regions of zero weather this may be more or less true, but on the Pacific Coast the beautification of house surroundings is possible with a small outlay of money. To attain satisfying effects only a few basic rules or practices are essential. Observe the open spaces or vistas where lawn effects are a chief attraction; plant in masses and not isolated by grouping each kind of plant and flower, and finally follow nature and avoid straight lines. Put roses by themselves, the same with chrysanthemums, carnations, etc.. Some plan, no matter how limited the area, should be followed. The adornment of home grounds is possible with a very small expenditure of money.

Under prevailing conditions of soil and climate on this coast, the adornment of home grounds is possible with permanent shrubs and trees, and the selection is indeed a wide one ,embracing many that are indigenous to the Pacific Coast. By reason of diversity of soils and climates nearly the whole range of ornamental nursery plant products can be grown in Washington, Oregon and California; some to better advantage in one region than in another. This renders a varied assortment available to intending planters, and at prices within the reach of even humble purses. In no other section is it possible to beautify the home grounds for less money than in Oregon and Washington.

With the advent of the State highway, roadside tree planting assumes a dignity and importance that cannot be ignored. Often the orchard and farm home can be surrounded by roadside trees that are not only valuable for their grateful shade, but also for their products. Among such are certain varieties of nut



GEO. C. ROEDING
President California Nursery Company, Niles, Cal.

trees and particularly the chestnut. In street and avenue tree planting the one thing to consider is uniformity, not only as to variety and kind of tree, but also as to planting plans. All trees should be equal distance from the sidewalk, the parkway should be of uniform width and the trees equal distances apart in the rows. If the street or avenue to be planted is within the corporate limits of a city, the planting should be under the direction of an experienced official, working under legal authority, so that uniformity will be secured; the same applies to country roads, in which case the county government should supervise the planting. It is a matter of regret that in municipal and county government these conditions do not always prevail, hence the residents along a particular street, boulevard or highway should unite on a certain variety of tree for the length of their particular thoroughfare, thereby securing for it a harmonious and pleasing effect which should be supplemented with intelligent after care of the trees to secure best results.

For over a quarter of a century the Pacific Coast States have stood supreme in fruit production, and for a decade occupied a foremost position in the production of nursery fruit trees; during the coming decade Washington, Oregon and California will lead in commercial plant production in this country. And in order to demonstrate that we are a horticultural people, every orchard and farm home should be a living, forceful, verile object lesson in the intelligent use of ornamental foliaged and flowering plants for the beautification of home grounds. We are doing it in California, notably in the southern portion; undoubtedly there is a trend in the same direction north of the California line; but there is a vast field for improvement on both sides of this line. In the interest of the higher life, let us do our utmost to encourage the beautiful in plants; the useful will encourage itself.

THE CALIFORNIA NURSERY BUYS NEAR MODESTO

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Alameda County Institution Extending Its Line of Operation.

Alameda's leading plant growing establishment, the California Nursery Company at Niles, has found it expedient to secure additional acreage for the growing of fruit trees and vines for its ever increasing trade. In addition to its comprehensive ornamental grounds at Niles it also operates extensively at Loomis, in Placer county, in the production of fruit trees. The demands, however, for its products during the past two years have exceeded its present facilities. In view of this, it has secured a valuable tract of land in Stanislaus county, situated some twenty miles east of the city of Modesto, of exceptionally good quality, with ample water, for the growing of nursery plant products. This is to be immediately improved, the initial investments calling for large buildings to accomodate its live stock and storage requirements, living quarters for the employees, which are to be modern in construction and fitted up with all conveniences calculated to provide creature comforts, a modern system of cement conduits for irrigation purposes, and the usual appurtenances that go to the creation of a modern plant propagation establishment. Work is now in the inceptive stages and will be pushed to completion as fast as possible.

While the California Nursery Company has enjoyed a long and enviable reputation, it was not until Geo. C. Roeding came into control that it commenced to develop along broadguaged lines and evince creative energy. Possessing a background covering nearly three-quarters of a century in California horticultural endeavor, there is every reason to believe its achievements will be not only pronounced in the future, but excel those of the past.

Oakland Tribune
Nov. 19, 1922

379 Rose Shipping Season at Niles

The California Nursery has the largest single field of growing roses that there is in the state. This is the rose shipping season at the nurseary at Niles. The picture shows the great rose fields of the California Nursery.

The California Nursery Is a Great Advertisement of Eastbay Climate

The shipping season for roses has started, at the California Nursery at Niles, and thousands of the young plants stand in the long outdoor "sawdust beds" waiting to be shipped away or taken by local purchasers. According to officials of the nursery, the present season will show a great increase in local sales of roses over those of previous years, as they have many orders on hand.

California Nursery roses have long been known in all parts of the country, and it is a common sight at this time of year to see two or three cars being loaded each with from 20,000 to 30,000 rose bushes to be shipped to the eastern trade. Both bush and tree or standard roses are grown here and many different varieties of each.

The California Nursery is one of the show places of Alameda county. Being located on the main Oakland-San Jose highway, both tourists and residents are attracted by the many different varieties of trees and shrubs displayed, and thus gain an idea of the infinite variety of plant life which the California climate is capable of producing.

In addition to the ornamental trees and shrubs raised at Niles, the California Nursery Company maintains a branch nursery for the raising of fruit trees at Loomis, Placer county. These trees are budded from trees grown at Niles in the test orchards where hundreds of fruit trees of all kinds are first tested before being offered to the public.

During the past year the California Nursery Company in line with their policy of advertising the fertility of California soil and climate, have established display stations along several of the main automobile highways in various parts of the state.

Oakland Tribune
Jan 14, 1923.

TREE CULTURE IN EXPERIMENT FARM PROPOSED

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Unfolding a dream of the San Joaquin valley in which it will in the future grow valuable trees from which products of great commercial value can be taken, George C. Roeding, member of the Fresno city park commission last week recommended to that body, development of a city and county park in which will be planted specimen trees from all parts of the world.

Roeding's vision of the probable value of a combined resort and experimental farm has been one of his private theories for many years, he told the commissioners.

"It would give us the opportunity," Roeding said, "to develop new products suitable to the San Joaquin valley while producing something that may be of great value to the Valley's future."

While the commission took no action it expressed itself as favorable to the proposition.

Orange Cove Bulletin
Jan 19, 1923.

SHIPPING AT ITS HEIGHT AT NILES NURSERY

Trees and Plants Are Being Sent to All Parts of the State.

The shipping season is at its height at the California nursery at Niles, in the lower part of Alameda county. At this season of the year fruit trees and ornamental plants are being shipped by thousands all over California, for the winter is the time of year when plant life is most dormant and the transfer can be best made.

The California nursery at Niles is the largest producer of ornamental plants in the west, and those who want gardens beautified come from all parts of the state to make selections from the thousands of varieties of shrubs and flowering trees that are produced in this great nursery of more than 400 acres.

The garden lovers of California do not stop for catalogues and price lists, but visit the nursery itself and make their selections. The nursery trade of Niles, Alameda county, is one of the very big trade items of the Eastbay district.

Oakland Tribune
Jan 21, 1923.

379 Fruit Trees-Roses in Great Demand

The California Nursery at Niles is in the midst of the tree shippnig season. Thousands of trees are being sold to retail purchasers at the Niles Nursery. This shows a corner of the sales yard for fruit trees.

The California Nursery Has Developed a Great Trade At Niles Yards.

Fruit trees are hard to get and are becoming harder as the season advances. The demand for fruit trees has been heavier this year than ever before, and stocks are being rapidly depleted.

The California Nursery at Niles has reached a point where they are reserving what stock they have left for their retail customers. Early in the year, in fact even before the trees were ready for delivery, a very large part of the year's propagation had been sold upon orders. The management of the California Nursery saw that they were going to face a demand such as they had never before experienced, and they early took steps to save some of their stock to meet the demand from small buyers who called at the Niles yards. The result of this policy has been that hundreds of retail buyers are today being served when those who would like to purchase in great quantity are not being accommodated. The management has reserved a complete line of trees of various sizes, but not in large quantities.

During the past week heavy shipments have been received at Niles from the fruit tree nursery in Placer county, which is owned by the California Nursery company. In these shipments have been received a number of small trees that are being offered for home orchards in back lots. These small trees are perfect as to type and healthfulness, but they are not quite as large as some people desire. These trees are being offered to those who want to build home orchards at special prices.

The rose season is also at its height at Niles, and the California Nursery has been compelled to reserve its stock for its retail customers. They have long since stopped sales to other dealers.

The California Nursery has built up such a large trade from people who call at the nursery and select their own stock and carry their purchases away, that they take every means of protecting that trade. The nursery could have sold every fruit tree and every rose a month ago, to dealers, but they have kept a complete line, though in limited quantities, to meet the demands of their regular trade which visits the nursery at Niles.

GEORGE C. ROEDING GIVES DIRECTIONS ON ROSE CULTURE

379

Of all the flowers that blaze their color to the sun in the garden, or illumine hall and corridor, living room and the hours of joy and sorrow, the rose is the emblem of unspoken expression that reaches the mind and heart as does no other flower. In the words of the poet Moore:

"You may break, you may shatter
the vase if you will,
But the scent of the rose will hang
round it still."

From time immemorial it has been the theme of painters and poets and nowhere has it found a more glorious expression than in the garden and houses of San Francisco Bay region. There is a variety for early need; a kind for every purpose, a color and type calculated to gratify all tastes. There are climbers and trailers, bush plants and tree roses, varieties that meet various conditions of exposure and different kinds of soil, so that rich and poor, owners of estates and city lotters can all enjoy choice collections as their means and ambitions may suggest.

Obviously the best time to set out the plants is in the spring, or with the advent of warm weather, after the winter rains have spent their force—in this section from February to April.

The matter of a selection of varieties depends somewhat on situation, size of ground and character of soil, and individual taste. Intending planters will find it advantageous to consult the nurseryman supplying the plants, explaining the enviroment in which they are to grow.

Rose will "do well" under ordinary conditions, but will give better results with extra care and attention. The ground should be thoroughly spaded and unless very rich, should have some well-rotted manure worked in. Fresh manure is likely to kill the plants unless placed on the surface as a mulch after planting is completed.

If soil is light and sandy, it is well to work in a good proportion of heavy soil.

The bushes are partially pruned before leaving the nursery.

Climbers and very strong varieties may be planted as they are, but weak growers should be pruned back even further.

Examine the roots carefully; if calluses have formed at the tips, let them remain as they are. Where the ends show no calluses, cut off the tips so that the fresh wood will come into close contact with the soil. Straighten out all roots and as the dirt is filled in see to it that it is well packed around them; this keeps out the air and encourages a prompt growth of rootlets.

Be sure that the rose is planted enough lower than it grew so that the point where it is budded shall be three or four inches beneath the surface. If the plants are at all dry, soak them overnight in a bucket of water before planting.

Tree roses are to be handled in about the same way. They are pruned back pretty well before shipment. It is absolutely necessary to stake them when planted and to keep them staked thereafter, as the stems never attain sufficient strength to support the heavy top during severe winds.

Further pruning varies with different classes of roses, but all should be cut back at least once a year before new growth has started. Weak growers require the most pruning, strong growers the least. In all cases the short, crooked growth should be removed entirely and the strongest shoots cut back moderately, leaving enough to form a basis for new growth. When pruning standards it is necessary to give attention to the form of the head, so that it may remain symmetrical and globular.

Oak Niles Register
Jan 18, 1923

A Little Home Fruit Garden

George C. Roeding Tells How It Can Be Had on a City Lot

By GEORGE C. ROEDING
President California Nursery, Niles, California

Almost every home that enjoys any distinction at all for the growth of garden effects will have some room for fruit plants in addition to those of a purely ornamental character. Usually on the ordinary 50x150 foot lot the front of the house will be devoted to landscape effects, and the back or rear end will find accommodations for a few berry plants, an occasional fruit tree and some garden vegetables. If these are wisely selected and properly cared for, a supply of fruit and garden truck sufficient for an ordinary family will be realized when the plants reach bearing age. In addition to the products realized, there will be the added pleasure of growing the same and the assurance that they will be really fresh and harvested when fully ripe.

A family fruit garden in the Bay region can consist of say two apple trees, 2 peach, 2 apricot, 1 plum, 1 quince, 3 grape-vines, a strawberry bed and a row each of black and raspberries trained against the fence. Varieties might be mentioned, but as these are subject more or less to prevailing conditions of soil, it will be safer to leave a selection to your local nurseryman, first explaining the area to be planted and also the kind of land on which the plants are to grow. The success of such an undertaking rests primarily on three factors, namely, a reasonably good garden soil, an available supply of water for irrigation, and intelligent eare and management. Of these, the latter is quite apt to be wanting, for a properly cultivated garden is hardly possible without considerable hard work, and since this must often be done in addition to one's regular employment, it may become irksome, which soon degenerates into neglect.

For the reception of trees and plants the ground should first be put in a high state of cultivation by deep spading and raking, the holes dug ready for the plants, so as to avoid all exposure of the roots when they are unpacked on arrival.

Oakland Tribune
Dec. 31, 1922

NURSERY INSTALLS DISPLAY STATIONS

The California Nursery Company of Niles has opened two new display places at Modesto and Merced, both on the highway, and George C. Roeding, president of the California Nursery Company, says that these have been so successful that the company is extending its service as fast as it can. "These display stations along the highway not only advertise our own products, but show people what can be done in the raising of trees and shrubs with California soil and California climate," said Roeding.

The California Nursery Company maintains a constant display service both week days and Sundays at their main plant at Niles. The young trees and plants are kept in lath houses, while the more mature ones are planted in the open. The public is encouraged to visit the nursery as not only strangers, but people who have lived in California all their lives are frequently amazed at the number and variety of trees and plants that can be raised here.

Shipments of their products are made by the California Nursery Company to practically all parts of the world. The process of balling the different trees and shrubs has been perfected so that the earth will remain around the roots without danger of cracking or falling apart and losses in shipments are almost nil.

Fruit trees from the California Nursery are especially popular with growers throughout the country, as these trees are strong and healthy and have proven their worth by repeated crops.

Niles Register
Dec. 14, 1922

SHIPPING SEASON ON AT CALIF. NURSERY

The shipping season is at its heighth at the California Nursery at Niles. Thousands of trees, shrubs and plants of all kinds are being shipped from Niles to all parts of California by rail, while other thousands are being taken away from the grounds by the purchasers in their own conveyances. The California Nursery has developed an enormous trade in trees and shrubs bought on the grounds by people who visit the nursery, and this trade is now at its heighth. Automobiles in great numbers visit the nursery daily and many loads of plants are taken away by the visitors. Several new sales houses have been built during the year to accomodate this trade.

Niles Register
Jan 18, 1923.

GEORGE C. ROEDING, president, California Association of Nurserymen: "What is needed in the horticultural industry of California is more broad-mindedness on the part of all men connected with it. If nurserymen and horicultural officials will in all cases deal with each other in respect and confidence, here will be less friction, and the prestige and wealth of the State will be increased accordingly. But this ideal condition can never be brought about as long as any person involved fails to take a broad view of the situation. Not only must each individual case be so considered, but action must be taken which will bring about the greatest good to the majority. There are many critics of the recently enacted Federal Quarantine Act, which practically prohibits importation of all ornamentals. But I believe it to be one of the best things that ever happened to this country and will say that it should have been put into effect 30 years ago. Moreover, I think most of the California nurserymen agree with me. It is a fine thing that we can meet together in this way and exchange news and views."

Orchard and Farm
July, 1919

ROEDING URGES DEVELOPMENT OF CITY PARKS

George C. Roeding, acting chairman of the joint park and city commissioners meeting at the city hall Monday, urged the park chain and other improvements as ideals toward which to guide the improvement and development of the city.

Delivered as his frankly expressed "lobbying" for the park commission in its ambition to beatify the city, Roeding's plan of city beautifying followed a resolution of the park body to the city commissioners that 40 acres adjacent to Roeding park be piped and trees set out.

"We have in that tract a $60,000 investment," Roeding pointed out, "on which we have paid including this year interest of $7200. It is unfortunate that the public should get so little good out of that when it could be developed into a garden and an outlet for the great crowds who cannot find accommodation in some of the summer months in Roeding park."

The commission unanimously passed his resolution to the city commissioners that in the city's next budget eight to 10 thousand dollars be provided for piping and planting the tract.

Commissioner of Finance Charles Dillon said that a way of providing for the improvements, to be paid for when the new budget is worked out next July, could probably be devised.

"Business and making money," Roeding said in preamble to his discussion of beautifying the city, "is not everything. A community cannot last long. There is more in life than that. There is beauty in nature."

Launching a discussion of a chain of three parks, including Roeding park, at the northwest, and two others at the northeast and southeast of the city, Roeding said he believed it possible to connect them with a boulveard, enhancing the beauty of the city.

This, a discussion of a joint county and city park on the San Joaquin river as a recreation center for the entire community and to be used also as a development project for growing commercial trees suitable to the local climate; wider park tracts between crub and sidewalk and some way of preventing tearing up pavements after they are laid to put in water and sewer mains, were referred by general consent of the body to H. E. Patterson, manager of the Fresno County Chamber of Commerce.

Patterson was urged to include these in his program of work for the chamber.

A bill is already nearing completion for presentation to the legislature, possibly through Senator M. S. Harris, Patterson said, to enable joint city and county purchase of park lands, not now provided for in law.

Fresno Californian
Jan 26, 1923

Fruit Trees-Roses in Great Demand

The California Nursery at Niles is in the midst of the tree shippnig season. Thousands of trees are being sold to retail purchasers at the Niles Nursery. This shows a corner of the sales yard for fruit trees.

The California Nursery Has Developed a Great Trade At Niles Yards.

Fruit trees are hard to get and are becoming harder as the season advances. The demand for fruit trees has been heavier this year than ever before, and stocks are being rapidly depleted.

The California Nursery at Niles has reached a point where they are reserving what stock they have left for their retail customers. Early in the year, in fact even before the trees were ready for delivery, a very large part of the year's propagation had been sold upon orders. The management of the California Nursery saw that they were going to face a demand such as they had never before experienced, and they early took steps to save some of their stock to meet the demand from small buyers who called at the Niles yards. The result of this policy has been that hundreds of retail buyers are today being served when those who would like to purchase in great quantity are not being accommodated. The management has reserved a complete line of trees of various sizes, but not in large quantities.

During the past week heavy shipments have been received at Niles from the fruit tree nursery in Placer county, which is owned by the California Nursery company. In these shipments have been received a number of small trees that are being offered for home orchards in back lots. These small trees are perfect as to type and healthfulness, but they are not quite as large as some people desire. These trees are being offered to those who want to build home orchards at special prices.

The rose season is also at its height at Niles, and the California Nursery has been compelled to reserve its stock for its retail customers. They have long since stopped sales to other dealers.

The California Nursery has built up such a large trade from people who call at the nursery and select their own stock and carry their purchases away, that they take every means of protecting that trade. The nursery could have sold every fruit tree and every rose a month ago, to dealers, but they have kept a complete line, though in limited quantities, to meet the demands of their regular trade which visits the nursery at Niles.

Oakland Tribune
Feb. 11, 1923

Shipping Plants From Niles, Alameda Co.

Carloads of ornamental plants, roses and fruit trees are shipped daily from the California Nursery at Niles in the shipping season which is now at its heighth. In addition to shipments of this kind that go all over the state and to most parts of the coast there is a vast trade in nursery stock that is picked up by visitors to the sales yards who come in their automobiles, make the selection of the actual plants wanted and take their purchases away with them. This system of purchases has been developed under the personal direction of George C. Roeding, the president of the California Nursery Company and one of the leading horticulturists of the United States. Thousands now visit the yards and lath houses at Niles, if for no other purpose than to see the great variety of plant life that Alameda county will produce. The California Nursery now operates sales yards in Modesto and Merced and a great fruit tree nursery at Loomis in Placer county, making the company the largest nursery plant in the West.

Oakland Tribune, Jan 7 1923

ROEDING PARK

Commission Suggests Longer Privilege To Holders

Concession holders in Roeding park would be granted a three year privilege instead of one year, according to recommendations of the park commission, meeting at the city hall yesterday, who directed City Attorney H. M. Johnston to ascertain if the extended privilege could be granted legally.

Bids on cencessions will be received in a few weeks by the commission, it was brought out in discussions, Commissioner C. B. Harkness declaring that it is unfair to let a concession for one year to a merchant investing a large amount of money in building and fixtures without assurance that his concession might be reasonably expected to repay him with a legitimate profit.

Definite date of dedication of the Mr. and Mrs. A. V. Lisenby band stand gift to Roeding park was set for April 22, when music and speakers will be provided. Harkness, chairman of the dedication committee, suggested Chester Rowell, former Fresnan, and until recently railroad commissioner, as the main speaker. He will be secured if available, the commission decided.

WELCOME SIGN

A brief history of Roeding park, with a sign of "Welcome" over its gate to distinguish it from private grounds was decided on, the commission directing Secretary Charles S. Rankin to investigate the commission budget. Steel benches will be added to the park's equipment, subject to the budget approval, it was decided.

Commissioners Harkness and Mrs. Frank Short were authorized to petition the city commissioners to find some financial means of piping the 40 acre addition to the park before the year passes, that it may be planted and improved for the benefit of taxpayers.

Discussion of wages of park employes, who, George C. Roeding, temporary chairman, maintained were deserving better pay than ordinary workmen, was cut short when it was learned that a few of the employes would fall under civil service commission rulings. Day labor will be paid for according to scales paid in other city departments, the commission tentatively decided.

SPRINKLING DISCUSSED

Experimental work of a street park sprinkler system is progressing with the recent order of the city commissioners to install one on Van Ness boulevard, note of this being taken by the commission, it was announced, to appease inquiry concerning three other boulevards in the city, whose residents have been demanding sprinklers.

Secretary Rankin was directed to obtain 50 chairs for band use at the park, and to ask the park superintendent to segragate birds, rabbits and animals for sale such as were not needed at the park and to get prices on replacing these with other birds and animals needed for the park's zoo.

Cost of labelling trees as to their kind, years of growth to maturity and climates they grow in will be investigated with a view to education of children in park trees, the commission directed.

Fresno Republican
Jan 30, 1923.

DEVELOPMENT OF PARK TRACT

Resolution Passed To Improve 40 Acre Section

Roeding Urges Chain of Parks To Encircle Entire City

Visioning Fresno dignified by a chain of parks connected by a stately boulevard partly encircling the city, George C. Roeding, acting chairman of a joint park and city commissioners meeting at the city hall yesterday, urged the park chain and other improvements as high ideals toward which to guide the improvement and development of the city.

Delivered as his frankly expressed "lobbying" for the park commission in its ambition to beautify the city, Roeding's plan of city beautifying followed a resolution of the park body to the city commissioners that 40 acres adjacent to Roeding park be piped and trees set out.

"We have in that tract a 60 thousand dollar investment," Roeding pointed out, "on which we have paid including this year interest of 72 hundred dollars. It is unfortunate that the public should get so little good out of that when it could be developed into a garden and an outlet for the great crowds who cannot find accommodation in some of the summer months in Roeding park."

RESOLUTION PASSED

The commission unanimously passed his resolution to the city commissioners that in the city's next budget eight to 10 thousand dollars be provided for piping and planting the tract.

Commissioner of Finance Charles Dillon said that a way of providing for the improvements, to be paid for when the new budget is worked out next July, could probably be devised.

"Business and making money," Roeding said in preamble to his discussion of beautifying the city, "is not everything. A community devoting itself to those pursuits cannot last long. There is more in life than that. There is beauty in nature."

Launching a discussion of a chain of three parks, including Roeding park at the northwest, and two others at the northeast and southeast of the city, Roeding said he believed it possible to connect them with a boulevard, enhancing the beauty of the city.

RECREATION CENTER

This, a discussion of a joint county and city park on the San Joaquin river as a recreation center for the entire community and to be used also as a development project for growing commercial trees suitable to the local climate; wider park tracts between curb and sidewalk and some way of preventing tearing up pavements after they are laid to put in water and sewer mains, were referred by general consent of the body to H. E. Patterson, manager of the Fresno County Chamber of Commerce.

Patterson was urged to include these in his program of work for the chamber.

A bill is already nearing completion for presentation to the Legislature, possibly through Senator M. B. Harris, Patterson said, to enable joint city and county purchase of park lands, not now provided for in law.

Fresno Republican
Jan 23, 1923

PARK EXTENSION PLANS DISCUSSED

Commissioners Hear Pleas Of Citizens For Auto Camp And Other Projects

Extension of the park system of the city of Fresno to include a joint city and county amusement project on the San Joaquin River, improvement of the unused forty acres of Roeding Park, immediate action toward acquiring a public automobile camp site through least, contract or otherwise, and adoption of a uniform system of tree planting were the recommendations made to the Fresno City Commission at a joint conference of members of the park commission, city commission, chamber of commerce and a number of interested citizens yesterday afternoon.

Principal among the plans discussed was that for an auto camp ground, and it was the sense of the meeting that a site should be obtained as near the state highway as possible, and in the north part of the city.

One Plan Discouraged

W. F. Chandler discouraged a suggested plan to obtain a site between White's Bridge Road and Kearney Avenue and West Tehama Avenue, named by the special auto camp committee as the most acceptable of proposed sites that might be available.

H. E. Patterson, chairman of the special committee, lauded the auto camp as a valuable asset to the community, and one which attracts homeseekers and investors to the city. Others who participated in the discussion were Chandler, William Glass, William Shaw, Mrs. L. L. Tory, George C. Roeding and City Commissioners William Stranahan, Thomas M. Anton and Charles Dillon.

More Parks Needed

Roeding precipitated a discussion on the subject of parks when he said that more summer recreation spots was one of the most vital needs of the city, suggesting a system by which new parks would be located in the northeast, northwest and southwest sections of the city, all to be connetced by a boulevard. In this connection he also again brought up the subject of a joint city and county amusement park on the river near Herndon.

Patterson said that steps are now under way toward presenting a bill to the legislature providing for city and county participation in such a project. He also urged that various civic organizations be interested in the movement in order to assure its success.

Favor Improvement

Those participating in the conference went on record as unanimously in favor of the city taking immediate steps toward improving the new forty acres of Roeding Park, following an earnest plea by Roeding for such action on the part of the city administration.

Streets lined uniformly with fine trees are a valuable asset to any city, Roeding said, and the present hit or miss system of planting should be immediately abolished if the beautification of the city is to become a reality rather than a dream. To this end he urged that the city revise ordinances governing this phase of municipal endeavor.

Fresno Bee
Jan 23, 1923

PEACH PIT AND APRICOT SHELL STARTINDUSTRY

Californians Convert Waste Product Into Stock and Poultry Food

Evolution of the peach pit and apricot shell from well nigh worthless by-products to essential ingredients of a high grade poultry stock food is responsible for development of California's war infant industry. The story of birth of a new industry in the State as a direct outgrowth of war activities was told here yesterday by George C. Roeding of Fresno, former president of the State Board of Agriculture. Roeding, by the way, is the California dollar-a-year man who turned back $50,000 to the United States Government during the war, refusing to profit through a business transaction carried on for the War Department.

Up to 1918, according to Roeding, from 30,000 to 40,000 tons of peach pits and apricot shells in California either were thrown away or sold at a nominal price for fuel purposes. Today these by-products are converted into charcoal and form the principal base of a poultry and stock food which sells from $50 to $60 a ton. Although poultry raisers throughout the country frankly concede that the California product is superior to that manufactured elsewhere virtually the whole output of the new industry is used in this State, owing to the excessive freight rates.

MARKET STILL LIMITED

Eastern manufacturers, Roeding explained, through lack of peach pits and apricot shells in great quantities, are compelled to depend upon charcoal made from wood. Experts agree that the California product, wherein peach pits, apricot shells and to a limited extent prune pits, are utilized, has anywhere from seven to ten times the food value of the Eastern product. Owing to the limited market for the finished product, to the present not more than a fourth of the available annual supply of California peach pits and apricot shells are utilized for this purpose.

The rise of the humble peach pit and apricot shell from obscurity to a place of prominence strangely enough came as a direct result of the use of poison gas by the German military authorities. In the manufacture of gas masks both the Germans and the allies were using wood charcoal. It was found, however, that charcoal made from cocoanut shells was vastly superior, inasmuch as the absorption capacity was approximately ten times as great as the wood charcoal. America began importing cocoanuts and soon was supplying all the allies. In 1918 the supply of cocoanut shells was exhausted. An American scientist discovered that peach pits and apricot shells were even better than cocoanut shells for the purpose desired.

ROEDING CALLED IN

George C. Roeding was called back to Washington for a conference with Secretary of War Baker. He came back to California on a secret mission and began buying all the peach pits and apricot shells in the State. Within six weeks he had 5000 tons in express cars on the way back to Long Island, N. Y. Subsequently the Pacific Gas and Electric Company undertook the task of carbonizing the shells in San Francisco. C. W. Griffin, vice-president of the California Packing Corporation, assisted Roeding in carrying on his mission.

Roeding had contracted with the War Department to purchase the peach pits and apricot shells at $12.50 a ton. He bought 17,000 tons at a price far below the figure fixed by the Government, but when offered the $50,000 due under his contract with the War Department he refused to accept one cent for his services.

When the armistice was signed there were approximately 8000 tons of peach pits and apricot shells piled up at the Potrero. These were purchased by a group of business men at San Jose, who conceived the idea of utilizing them in a practical way in the manufacture of poultry and stock food. This marked the beginning of the new industry which, according to Roeding, has a wonderful future if only the handicap of excessive freight rates can be overcome so as to open additional markets for sale of the product.

S. F. Chronicle
Jan 30 1923.

THE CALIFORNIA NURSERY OPENS TWO SALESROOMS

Niles Institution Offers Public Opportunity to Investigate.

The Califoornia Nursery Company of Niles has opened two new display places at Modesto and Merced, both on the highway, and George C. Roeding, president of the California Nursery Company, says that these have been so successful that the company is extending their service as fast as they can. "These display stations along the highway not only advertise our own products, but show people what can be done in the raising of trees and shrubs with California soil and California climate," said Roeding.

The California Nursery Company maintains a constant display service both week days and Sundays at their main plant outside of Niles. The young trees and plants are kept in lath houses, while the more mature ones are planted in the open. The public is encouraged to visit the nursery as not only strangers, but people who have lived in California all their lives are frequently amazed at the number and variety of trees and plants that can be raised here.

Shipments of their products are made by the California Nursery Company to practically all parts of the world. The process of balling the different trees and shrubs has been perfected so that the earth will remain around the roots without danger of cracking or falling apart and losses in shipments are almost nil.

Fruit trees from the California Nursery are especially popular with growers throughout the country, as these trees are strong and healthy and have proven their worth by repeated crops.

Oakland Tribune
Dec, 10, 1922

TREE CULTURE IN EXPERIMENT PARK PROPOSED

Valley Soils Adaptable To Cork And Other Plants, It Is Said

Roeding Sets Forth Theories He Has Long Held

Unfolding a dream of the San Joaquin valley in which it will in the future grow valuable trees from which products of great commercial value can be taken, George C. Roeding, member of the park commission, yesterday recommended to that body development of a city and county park in which will be planted specimen trees from many parts of the world.

Roeding's vision of the probable value of a combined resort and experimental farm has been one of his private theories for many years, he told the commissioners.

"It would give us the opportunity," Roeding said, "to develop new products suitable to the San Joaquin valley while producing something that may be of great value to the Valley's future."

While the commission took no action it expressed itself as favorable to the proposition. Questions by members brought out that legislation by the state would be necessary to permit the city and county joining in such a venture. Such a bill was introduced several years ago, Roeding said, by him. No action was taken on the legislation because of the interruption of the World war, Roeding asserted.

SITE PROPOSED

Suggesting as a possible site, Roeding pointed to the development possibilities of a point on the San Joaquin river where a dam could be built, flooding one hundred acres, furnishing both swimming and boating and water for irrigating the experimental project, furnishing a valuable place of free amusement and recreation for both city and county residents. The site, situated at Herndon, is about twenty minutes' drive from the city.

Estimating the cost of the venture at about one thousand dollars an acre, exclusive of the cost of the dam, Roeding continued:

"As an indication of the commercial value of the project, the cork oak, now grown in Spain, Portugal and Algeria, could be produced here. It grows with very little water, and produces for Spain alone 50 million dollars annually in exports as corks for bottles our finest linoleum and packing for grapes. Conditions under which it is grown in those countries are about the same as in the Valley.

"This tree, besides its commercial value, is highly ornamental and could be used for park purposes.

"Its planting there could suggest an industry of tremendous value, furnishing continuous employment to the hundreds who come here for seasonal labor.

"Another experiment could be with the carob, grown along the Mediterranean sea, furnishing the basis for our stock foods and conditioners. That could be grown on land in the Valley unsuited to other purposes, but adding materially to the profit of the farmer.

VISION UNFOLDED

"What I suggest has been one of my visions for many years. It would lead farmers to doing things which they do not do now and which it seems impossible to get us to dod."

Roeding said he believed much of the land could be acquired through donations at Herndon, restricting the fully developed costs for the suggested park to one thousand dollars.

Following Roeding, Park Superintendent J. H. Pierce's suggestions that sprinkler systems should be installed at once in Huntington and Van Ness avenues where center parks are being developed was approved.

A proposition by Al Braverman, real estate man, to sell the city 20 acres for park improvement, which had been referred to the park board by the city commissioners, was rejected. The board expressed itself as unwilling to acquire more land when funds were scarce to improve park lands already available to city property.

C. B. Harkness was appointed a committee of one to arrange dedication of a band stand pavilion at Roading park, gift of A. V. Lisenby. January 21 was mentioned as a possible date of dedication when appropriate speaking and music will be arranged.

Recommending that appropriate entrances to Roeding park be erected, containing names of donors, the commissioners approved a monthly salary of their secretary, Charles Rankin, to be $25. Both recommendations will be submitted to the city commissioners.

Fresno Republican
Jan 3, 1923

One of California's Oldest Nurseries

The California Nursery Company of Niles is probably the oldest nursery in the state, being established in 1865. This nursery has been in active operation at Niles, California, since 1884. It is located on a tract of land comprising 465 acres, the soil being regarded as the cream of Alameda County. Time has established the fact that the late John Rock, who was the guiding spirit of this enterprise from the year of its inception until his death in 1904—having come here from Wayne, Santa Clara County, where he had been conducting the largest nursery in the state for a period of twenty years—acted wisely in selecting this favored spot. That nurserymen and business men like R. D. Fox, Thomas Meherin, James Hutchinson and William J. Landers should have become associated with Mr. Rock in this great enterprise, was a sufficient indication of their confidence in the future of this place for the development of a great and thriving nursery business. That this selection was a wise one has been fully demonstrated, for it is very rare indeed that it is possible for a nursery business to continue in one place for thirty-five years and succeed in growing successfully such an assortment of fruit and ornamental stocks—probably the largest and most complete in the United States.

The Citrograph
February 1919

30,000 ACRES TO BE PLANTED TO FRUIT TREES

Vine Demand Is Less Than For Any Year Since 1916

Peaches Of All Kinds Find Favor With Growers

By ROBERT H. NICOL

Approximately 30 thousand acres will be planted to fruit trees in the state this year, the largest portion of which will be set out in the San Joaquin valley, according to leading nurserymen of the Valley, who were asked for a conservative estimate. Three million trees will be required to plant this immense acreage.

Vineyard planting will be large, but not as numerous, especially in large tracts, as in recent years. The grape plantings will consist largely of replantings, vineyards of the wine grape types, and the balance in raisin and table grapes. There will be numerous small vineyards planted, but the total acreage will be much less than in previous years since 1916.

The plantings of trees run largely to peaches, with apricots, plums and pears a close second. Many realize, it is said, that there is likely to be a shortage of peaches, due to the fact that the peach crop of Georgia and other southern states is much less than it has been, and the peach crop in Europe is far below what it has been. Consequently canneries are looking for a shortage of the canning varieties within the next few years, while the dried peach varieties, which have never been any too numerous, will be in big demand for several years to come.

To meet this probable shortage, the California Packing corporation three years ago began the development of the largest peach orchard in the world, which was set out north of the Yosemite highway near Tuttle, some seven miles east of Merced. This orchard consists of nearly four thousand acres, and much of it will come into bearing this year. Libby, McNeil & Libby, one of whose canneries is at Selma, has employed W. T. Kirkman to develop a seven hundred acre orchard on the old Mordecai place near Madera. This will be planted almost entirely to canning peach varieties, with some apricots, and between the rows, as the orchard is being developed, nursery stock will be grown.

The Fancher Creek nursery, which handles both fruit and ornamental trees, as well as vines, is devoting much of its activities this year to ornamentals, and has prepared to take care of this demand by erecting a large lath house which covers ground equivalent to half a block, as well as a large greenhouse for the housing of ornamental shrubs and plants.

The Fresno nursery, which is now located a half mile south of town, is one of the old institutions of the city, and was first located where the Black Package company store is located on Van Ness avenue. Later the plant was moved to the location where Rosenberg's packing house is situated, and as the business expanded, it was taken to its present location down the highway, where 10 acres was secured. There the work of heeling in the trees is done and lath houses and sales yards maintained. The firm has five propagating plants and is now developing one at Raisin City and another at Hanford. At the present there are in the yards of the company about one million trees and vines, most of which will be planted in San Joaquin valley counties. The trees are moving out by truck and train to the farms of the Valley at the rate of five carloads and 15 to 20 truckloads each week.

M. R. Jackson, manager of this institution, states that while there will be no big acreage planted to trees or vines through his concern, there will be a large number of smaller orchards planted and many small vineyards, largely of the wine grape varieties. Table and raisin grapes which will be planted, will run largely to replanting, while there will be a considerable number of small vineyards set out in various parts. In the wine grape varieties, the Alicante Bouchet, Zinfandel, Grenache and Rose of Peru, are most popular in the order named.

There will be considerable plantings also of walnuts, but the demand has taken up a large amount of the stock on hand, and selling is being made close. Jackson also states that nearly every variety of fruit trees that has been propagated for this season's delivery, is either sold out or is 80 per cent disposed of. The single exception is in almonds, which have been held back due to the low tariff which prevailed until this year. Since the tariff has been enacted the demand has increased and there may be a large planting before the season closes.

This has been an extremely favorable season for the handling and planting of trees, and planters should obtain excellent results, he says. There have been practically no heavy frosts, with plenty of fog and rain, which has made it an ideal season for planting and handling, and every grower should see to it that his planting and replanting of all kinds is done as early as possible to insure the best results. All trees and vines will do best when in their permanent places when the new growth starts.

The fact that nearly all varieties of deciduous stocks have been contracted for does not indicate an excessive planting, but rather a shortage of fruit tree stocks. The demand for apricots, peaches, nectarines, prunes, plums and walnuts will exceed the supply by many thousands. While there will not be anything like the grape vines planted this year that there has been for the past three years, a healthy demand has been felt for the leading varieties of table and raisin grapes, and a heavier demand on the wine varieties.

SEASON FAVORS FIGS.

The present season has been a wonderful one for young fig trees one account of the light frosts and the fine weather conditions. In fact it is the only good season for one year old plantings of figs that the Valley has experienced in the past several years. Owing to the late and light frosts the young fig shoots were given time to get well cured and be out of danger. The same has been true of walnut plantings in the Valley. While the large plantings have not been as numerous as they are some years, there are many which aggregate from 160 to 200 acres, and many smaller plantings, which goes to show that there is a considerable move toward improving the vacant territory in all parts of the state.

The Kirkman nurseries are shipping large amounts of trees from their new plant at Irrigoso, in Madera county. The company recently purchased 25 acres along the railroad and the highway, and will make that its principal shipping point. A post office is soon to be established, a depot built, and in time it will make a new Madera county town. There are about three hundred thousand trees being heeled in at the plant, and some 15 men are employed. A heavy demand is reported by the manager of this plant, R. S. Whitmore, for cling peaches, Peaks, Tuscans and Phillips clings. Also there will be large acreages planted to the dried peach varieties, such as Muirs and plants.

This firm also reports a lessened demand for grape vines, and few large tracts are being planted. In a measure, this is said to be due to the lowering of the prices for raisins from the war time prices, when planting was far in excess of any other years. The Kirkman nurseries are propagating trees and vines in many parts of the state, and have plants at Brentwood, in Contra Costa county, one in Stanislaus, two in Merced county, three in Madera, and one each at Wasco and McFarland in Kern county. With the exception of wine grapes, everything in the fruit trees and vine line is grown at these propagating Lovells.

ORNAMENTALS FEATURED

The demand for ornamental shrubs, roses and shade trees has been extremely heavy, owing to the large number of fine homes that have been erected in Fresno and other cities of the Valley, as well as rural homes on the farms throughout this section. In almost all of the thrifty towns of California, aside from the desire to beautify homes, new parks are being established, and old ones added to and beautified. School grounds are being embellished, highways made more sightly by the addition of shade and ornamental borders, and all roadways are being beautified with ornamental growth. A quarter century ago, ranchers in setting out farms to fruit trees paid no attention to ornamentation, and some of these places are notable today, and may be seen east of Fresno on Ventura avenue and west on Kearney boulevard and White's Bridge road.

Eighteen years ago, the present beauty spot of Fresno, Roeding park, was a mere sandy hill, and 34 years ago, when Kearney Park boulevard was planted, people watched Mr. Patten, who was doing the work for M. Theodore Kearney, and laughingly told him that the trees and shrubs would never grow. Now this is one of the great beauty spots of this section, and is admired by residents and visitors alike.

In past years, there has always been a surplus of ornamentals in southern California, but for the past two years nurserymen have invaded the northern part of the state, and have made heavy purchases of nursery stock, in order to keep up with the demand in Los Angeles, due to the increased building of fine homes in the southland.

This spring, Fresno is experiencing a good demand for ornamental shrubbery. Many who are building fine homes are realizing that the grounds should be properly planted to conform with the building, and in a few years Fresno, as well as the other cities of the Valley, will have many more attractive home places than is now the case. This is also true of the rural communities. Ranchers realize that with the advent of the automobile, the telephone, the electric light and other conveniences, in order to keep the boy on the farm, it is necessary that the rural home be made as attractive, if not more so, than the city home. To this end, the Fancher Creek nurseries are this year devoting the most of their energies to promoting the things which will beautify, and accordingly have had constructed a lath house, the largest in the San Joaquin valley, with 36 thousand square feet of floor space, together with a large packing house and storage house for ornamentals. They have placed in charge of this work E. G. Nolte, a man who has taught gardening in Germany, and who has spent the past 15 years in landscape gardening work in Fresno vicinity. The plan of S. A. Gebhart, manager of the Fancher Creek nurseries, in instituting these innovations and making these costly improvements, is to provide people of the San Joaquin valley with ornamentals that are indigenous to this section and to this climate. Heretofore, many have tried out things which grow well on the coast, or where the climate is cooler, but die out in a short time if planted here. There are hundreds of things that grow and mature readily in this Valley, such as cedars, palms, oleanders, pampas grass, boxwood, cypress, arbor vitae, escallonia, weeping mulberry, and a host of others, that are now in great demand. Oil companies are large buyers of ornamentals, and pumping stations all over the desert are being made into beauty spots by this means.

A year or two ago, a woman prominent in forestry work in England visited the United States for the first time. Asked her impressions of America, she replied that for natural beauty spots America surpassed all other countries in the world, but it was lacking in artificial beauty. To overcome this, not more than a quarter century would be needed. The late J. Sterling Morton, former governor of Nebraska, who started the movement for Arbor day, did much to beautify the central west, and if a movement could be inaugurated that would cause less greed for planting fruit trees clear up to the edge of one's place, to the exclusion of the things that beautify, the San Joaquin valley could be made as attractive as any section in southern California, and many other places along the coast.

Considerable new plantings are promised for Madera county, according to George Marchbank, horticultural commissioner. While it is still early to make an estimate, besides the seven hundred acres for the Libby company on the Mordecai ranch, Clement & Larness will plant 240 acres to trees and vines, Walter Schmitz will set out 40 acres to trees, James R. Balkwill 75 acres to trees and vines, and the Medano Farms 40 acres to trees. Also there will be a large amount of new planting done in the Chowchilla section, and along the river near Skaggs bridge.

There will be unusually heavy planting to deciduous fruit trees in Tulare county this spring and very little planting to vines, in the opinion of Frank R. Brann, horticultural commissioner, who has just completed a canvass of the situation.

Incoming nursery stock shipments indicate this also, he says, for the shipments of grape stock into the county have been very light and little movement within the county is as yet reported. He predicts that grape settings will be totaled in acreage in less than four figures, but says figures available indicate that there will be heavy plantings to prunes and peaches with quite a number of acres set to apricots.

Fresno Republican
Jan 14, 1923

DOES ENVIRONMENT LESSEN PEAR BLIGHT?

379

By George C. Roeding, President of the California Nursery Company
(From California Cultivator.)

There is possibly no single disease of fruit trees that has of late years caused wider disaster to the country than pear blight; nor is there one which has been more difficult to control. For fully two decodes it has commanded the attention of investigators and research workers wherever pear growing has attained commercial rank. In some of the states east of the Rocky Mountains its ravages have been so pronounced as to wipe out the pear orchards over wide areas; in others the cost of combating it practically rendered pear culture unprofitable; in still others it is only possible to keep it below the danger line with heavy expense. Owing to its presence pear culture, according to the last federal census, shows an appreciable decline east of the Mississippi Valley, while in the Rocky Mountain region and in the Pacific Coast states it is not without menace to the industry. There is no state in the Union that is immune; often it is more virulent in one section than another, but nowhere has a specific remedy been found, though measures that afford some relief in checking its spread are more or less in evidence and if faithfully observed do much to maintain pear culture on a profitable basis.

In view of these facts it is not at all surprising that pear blight was a subject of intense interest at the late State Fruit Growers' Conference, held at Berkeley under the auspices of the Univeristy of California. Interesting as the discussions were, there was one important point that many failed to grasp, and that is the influence of an environment and climate. For over 20 years it has been my observation that pear blight is almost entirely absent in the coastal regions of California, Oregon and Washington, that is, directly along the coast and inland, say, for a score of miles. The region immediately surrounding San Francisco Bay is practically free. I know of orchards in that region 40 years old that never have been affected. At Niles, in my test orchard, where I have growing and in full bearing 120 varieties of pears, including a number of trees nearly half a century old, pear blight is unknown. Similar testimony comes from other orchard owners in the same region. Prof F. C. Reimer, in answer to my question why the disease never found lodgment along the Coast, replied that he did not know, but it was a fact known to research workers that the disease was practically unknown along the Coast from Washington to California, that the area exempt to its attalks extended inland for some miles, that in this area, under certain climatic conditions, it might appear in a modified form one season, only to disappear in the next, and that the salt air seemed inimical to the disease.

Conditions and Environments

Professor Reimer's observations coincide with my own. Pear orchards of large production are no uncommon feature in the central coastal regions of this state, and, what is of vastly more importance, they are invariably free from blight. While fruit growers' conventions are full of talks on diseases and insect pests, one hears little of conditions and environment for the produdtion of commercial fruits. It is a demonstrated fact that more highly colored pears are grown along the Coast than farther inland. The best colored fruit at the University Fruit Exhibit came from Monterey and Santa Cruz counties. The Buerre Clairgeau, Buerre Bosc, Buerre d' Anjou, Doyenne du Comice, Bartlett and Forelle (Trout) were indeed beautiful to behold by reason of their high color, rendering them especially desirable for eastern shipment. In my visits to the leading pear orchards in Santa Clara, San Benito, Alameda, Sonoma, Contra Costa, Santa Cruz, San Mateo, Mendocino and Humboldt counties, I found much the same conditions prevailing, with little or no blight in evidence. In some respects this is quite remarkable and merits consideration in relation to pear culture.

Climate a Factor in Pear Culture

In California the four points of the compass have but little significance in defining climatic conditions. To say "northern" or "southern" California does not mean that the former is "cold" nor that the latter is "warm." Citrus fruits flourish in both regions; likewise do apples and pears. If we will consult a climatic map of the state we soon learn that there is a belt or region with an average temperature of about 52 to 56 degrees where there are few very hot or very cold days. This belt traverses the length of the coast line of the state. If Professor Reimers, after ten years of research work in trying to combat the disease, is correct in his statement as to the absence of pear blight along the Pacific Coast, our pear blight problem is at least in a measure solved.

Niles Register
October 19, 1922

AMUSEMENT PARK OF 500 ACRES IS SUGGESTED PLAN

379

Many Kinds Of Summer Sports Would Be Included In Resort At River

IDEA MEETS FAVOR OF BOARD MEMBERS

Proposal Is Presented To Park Commission By George Roeding

Suggestion that Fresno City and County Governments unite in a scheme for an amusement park of about 500 acres on the San Joaquin River, near the state highway, which would embrace many kinds of Summer diversion, including boating and bathing, was made at the meeting of the Fresno Park Commission today by George C. Roeding, park commissioner.

Geo. C. Roeding

While the project has not been worked out in any of its essential details by its sponsor, it met with the endorsement of other members of the board, and it was intimated that it will be placed before the city commission and county supervisors at an early date.

In carrying out the idea it will be necessary to obtain an act of the legislature permitting the damming of the San Joaquin River, thus creating a lake for boating and bathing, Roeding said.

Plan Held Feasible.

Roeding said he had been working on the idea for a considerable time, and that he had reason to believe that it would be entirely feasible, because of the fact that part of the site could be used for growing cork oak and similar trees which would provide employment for a large number of people during the Winter months.

This phase of the scheme could also be developed to show what the city and county have to offer in horticultural lines, Roeding said, and would add much to the ultimate development of the entire district.

Many persons not residents of the city of Fresno now use Roeding Park, Roeding said, conclusively showing the need of parks of the nature of the one he suggested.

Funds Are Lacking

Lack of finances will make it impossible for the city to acquire additional park sites at this time, the board agreed, but steps will be taken immediately toward improving those already owned by the city.

The city commission will be asked for approximately $10,000 for piping the undeveloped forty acres of Roeding Park, and steps will be taken immediately toward installing sprinkler systems in the boulevarded sections of Huntington Boulevard, North Van Ness Avenue and Ventura Avenue. Funds were found to be available for this work and the department of public works was requested to immediately advertise for bids for the work.

Proposal of Al Braverman that the city purchase a twenty-acre tract east of First Street and south of Mahoney Avenue for park purposes was declared impossible because of lack of funds. The price asked was $26,000.

Will Beautify Park

Roeding Park will be beautified by 1,000 Bella Donna plants which will be donated by George C. Roeding, he announced to-day. They will be sent from his place at Niles, California.

Mrs. Frank H. Short and Charles B. Harkness were delegated to request the city commission to place a suitable monument to Mr. and Mrs. Frederick Roeding at the entrance to the park. It was suggested that a bronze tablet giving the history of the park and the names of its donors be placed on the monument. The committee will also ask the city commission to provide an archway or similar gateway to the park in order that passersby may know that it is a park.

Recommendation was made that the city commission grant Charles S. Rankin, a salary of $25 per month as secretary of the park commission. Former secretaries have received this salary, it was declared, and inasmuch as the duties of the secretary will be materially increased because of the keeping of park department accounts, an innovation decided upon at to-day's meeting, the commissioners believed he should receive some remuneration for the work.

Accounts To Be Kept

The secretary will keep itemized account of expenditures of the park department, it was decided, and the commission will recommend to the city commission that no bills against the park fund be paid until they have been approved by Park Commissioner Harkness and one other park commissioner.

Park labor entailed an expense of $2,038.93 in December according to the monthly report of the park superintendent. The maximum number of men employed during the month was fifteen. Recommendations by the park superintendent that more drinking fountains and benches be provided for Roeding Park were not acted upon by the commission.

Fresno Bee
Jan 2, 1923

to the ground of its own accord, being practically dry when it falls and requiring when placed on trays, only from two to three days' exposure to the sun.

THE WHITE ADRIATIC

During a period covering nearly a quarter of a century the White Adriatic has been extensively planted, the acreage devoted to it now being the largest and the total out-put correspondingly heavy. The tree is a strong fruit above me- ... and thin; pulp ... aromatic and ... color when dried. ... chards, and also ... rees in gardens, ... ornia Black has ... riety for over 50 ... e fruit of a dark ... ack color when ... really good dried ... n immense size ... egular crops. ... (often listed as ... y introduction of ... pioneer nursery- ... ts period of cul- ... sold under the ... White Endrich, ... i, Smyrna, Ka- ... zed; thin, white ... nk. One of the ... erving and pick- ... ng.

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... eman, of the ... nt of Agricul- ... ture, introduced and distributed cuttings of Capri figs from Turkish Asia, some of which are still living as isolated specimens. It was not, however, in the scheme of things that their efforts should become fruitful; that was an event only possible in the introduction and establishment of the little fig wasp, which occurred in Fresno County in 1899 through the efforts of the United States Department of Agriculture, in which the writer was a participant.

On the Paul H. Gray ranch near Covina. The tractor pumps the oil from tank to tank wagon, then hauls fuel to the orchard for filling the heaters

Close-up of new heater, showing feed pipe from tub, shut-off valve, burner and stack

Striking photograph of heaters burning in a deciduous orchard

The unique Waterman "windjammer" on the Reynolds ranch near Covina. (See article opposite.)

Waldo Waterman at the engine of his "windjammer"

NEW TOURIST CAMP WANTED BY PARK BOARD

Site In North Fresno Favored; Funds Sought

Means of purchasing a suitable site for a tourist camp ground were passed up to the city commissioners yesterday by the park commission in joint session with individual members of the city commission and interested citizens at the city hall.

Ending a wide range of discussion on the necessity of a camp ground, converging into the one opinion that a tourists' stopping place is of great value in advertising a city, the park commission passed a resolution appealing to the city commission for means of financing a new tourists' camp, which will relieve Roeding park, now used for that purpose, and release it for recreational purposes only.

Commissioner of Finance Charles Dillon said he believed some form of a lease contract, whereby the city would be deeded the property could be devised with cooperation of a camp ground committee appointed some time ago by Mayor Truman G. Hart, of which H. E. Patterson, manager of the Fresno County Chamber of Commerce, is chairman.

TO CHOOSE SITES

As decided yesterday, Patterson's committee will recommend several sites, preferably in the north of the city situated on the main highway or south of the city, upon which the commissioners can act along the line suggested by Dillon as a means of financing it.

Presiding at the joint meeting, George C. Roeding, member of the park commission, directed a broad discussion of a tourist park, in which William Glass, Commissioners Thomas Anton, William Stranahan and Dillon, C. B. Harkness, Playground Commissoner Edwin Einstein, Frank Short and Mrs. Frank Short agreed with Patterson in good advertising to be gained from a camp ground equipped as an effective means of welcoming and favorably impressing automobile visitors.

Among Patterson's recommendation's for a camp site was 20 acres belonging to Senator W. F. Chandler at Tehama street and Whites Bridge road. His recommendation met with strong advocacy from speakers, but was effectively cut out of the possibilities as a means of solving the problem by Senator Chandler, who declared:

"I have been petitioned by an aviation company, golfing enthusiasts and by the camp ground committee to permit the use of that tract for all three purposes. I feel that at this time I cannot give you any encouragement whatever on its use for any of these purposes."

BIG ADVERTISING VALUE

Temporarily distracted from the Chandler tract as a camp site, speakers discussed possible sites south of the city, to the east and to the west, meeting the objections of Patterson, who observed that he did not "feel like putting tourists on a patch of alkali and have them impressed with the old winery buildings and ice factories of Fresno."

It was then that discussion centered and apparently, although no action was taken, tentatively decided as necessary to locate the camp on the main highway to the north of Fresno, that visitors might be impressed with the high school, parks and beautiful residence section of Fresno.

Patterson, in pressing this point as a means of advertising the city to advantage, cited the city of Tulare as one where tourists have purchased homes, industrial sites and farms simply because of the welcome extended them through Tulare's excellent camping site.

"These tourists came there," Patterson said, in clinching his argument, "without the slightest intention of settling there. But their welcome reached their pocketbooks to the advantage of the city of Tulare."

Fresno Republican
Jan 24, 1923

COMMISSION USURPS POWER IS COMPLAINT

Authority Of City Body Is Questioned By Roeding

Inferential charges that certain members of the city commission were attempting to usurp the chartered functions and duties of subordinate commissions through a system of gradual encroachments and an attack on Finance Commissioner Charles Dillon's handling of municipal accounts featured yesterday's meeting of the park board.

George C. Roeding, chairman of the board, declared that Dillon had paid bills against the park department budget witnout the sanction of the park commission. He specifically mentioned a payment to the architectural firm of Coats and Traver of 11 hundred dollars for plans and specifications for the Roeding park swimming pool after it had been decided to abandon the project, and without the approval of the park board.

Dillon countered with a statement that the bill had been paid on the vote of a majority of the city commission, although his personal vote had been against payment because he knew nothing of the circumstances under which it had been contracted.

In a heated attack on a system that would permit such action, Roeding declared the powers of the park board were being usurped. In this phrase he indicated the board would fight against surrender:

"I'm going to find out from legal authority just how we stand, just what powers we have and what are the powers of the commissioner of finance. If we keep on in this way, the city just might as well have no park board."

The situation was declared by city hall observers to have had its inception in the fight waged against the stand of the majority of the park board against continuation of the automobile camp ground in Roeding park. At that time in a meeting of the commission the position of the board was assailed bitterly, with the declaration that "it was about time the commission stopped taking orders from its subordinates."

Roeding's main challenge, however, was directed at Dillon and the instance of payment of bills before receiving the sanction of the park commissioners.

Fresno Republican
Dec. 4, 1922

ROEDING PARK CAMP SITE CASE GROWS WARM

Another Fight Likely Before Question Is Settled

Another fight is looming over the effort of the majority of the park commission and George Roeding, donor of most of the acreage of Roeding park, to force the abandonment of the automobile camping ground, opened in the principal playground of the city last year.

A group, a minority so far, of the city commission and park board members not only favors the camp ground idea but desires to expand it in accordance with the suggestions made by the chamber of commerce and Lions' club committees.

The other group, of which Roeding, who is chairman of the park commission, is a member, is bitterly opposed to the camp ground within the park and recommends the purchase of acreage in some other location for this purpose.

A short time ago an intimation was given that Roeding threatened to exercise the right given him in the document deeding the park to the city of reasserting his ownership on the grounds the land was not maintained as a public park.

A legal opinion advising against use of the park for a public camping ground was given in a letter read to the commission in weekly session yesterday by City Attorney H. M. Johnston.

The letter evoked from Commissioners DeVore and Dillon, supporters of the camp ground, a demand for an immediate conference with those interested to finally get definite action on the mooted policy.

This was acceded today by Mayor T. G. Hart and Commissioner Anton and an agreement reached to call a meeting of members of the park commission, representatives of the chamber of commerce and Lions' club and the city commission at an early date to be fixed at the convenience of the majority.

Fresno Republican
Dec. 3, 1923.

TREE PLANTING IS URGED IN STATE

Organizations Getting Behind Campaign to Culminate in Week of March 4

IDEA WIDELY SUPPORTED

Arbor Day Will Be Observed by School Children of California

Commercial and civic organizations throughout California will observe "tree planting week" March 4 to 10, when the planting of trees along highways, in school grounds and parks and in private gardens will be urged. During the week Arbor Day, March 7, will be observed.

Similar campaigns have been carried on in many other states and the plan is approved by public officials and civic organizations wherever it has been tried. In California Chambers of Commerce, Boards of Trade and in some instances entire communities have held tree planting days. Among the most active are Chico, Tulare and Stockton.

In the observance of Arbor Day by the schools the planting of trees will be stressed, according to Chancellor K. Grady, director of the movement who reports an enthusiastic reception of the idea.

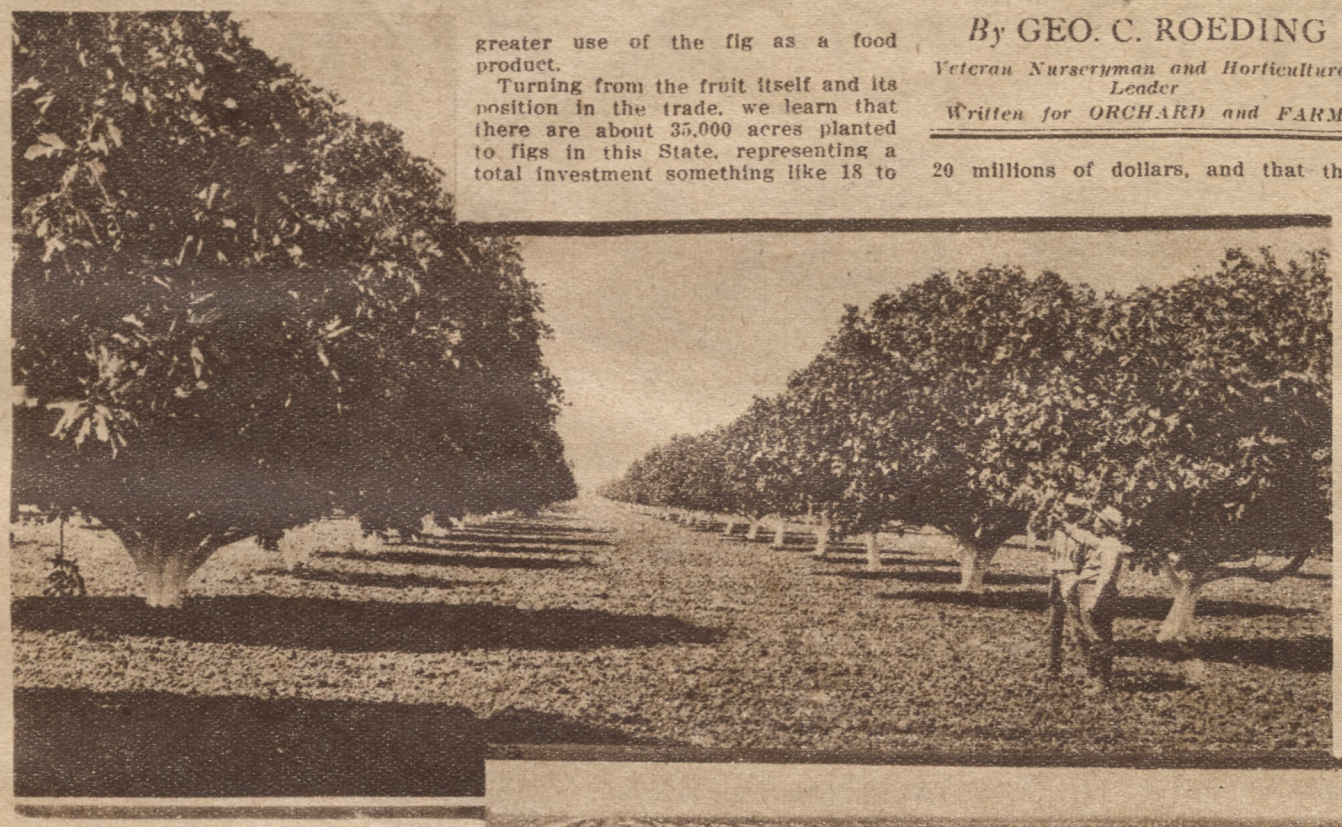
Among the trees found most favorable are Oriental plane, which has been used successfully in the Sacramento valley and is recommended by the state highway commission, and California black walnut. There is a wide range of choice as California is adapted to many types of trees and choice lies with the planter. Memorial groves, popular just after the war, also are advocated by those directing the campaign, as are home orchards and trees in parks and school grounds.

Mr. Grady, secretary of the California Association of Nurserymen, with headquarters in the Phelan building, is in charge of the campaign and organizations desiring information are requested to communicate with him.

S. F. Journal
Feb 26, 1923

Our Growing Fig Industry

By GEO. C. ROEDING
Veteran Nurseryman and Horticultural Leader
Written for ORCHARD and FARM



ASSOCIATED with history and legend throughout the centuries, the fig is one of the oldest and most valued of fruits.

Nor is its early exploitation confined to the Orient; its place in the horticultural literature of the Occident is quite as pronounced. Figs have been grown in our Southern States, to be used in the fresh state, for over a century; likewise has the fig tree been a feature in California for even a longer period.

It remained, however, for the people of the present era of our fruit industry to develop it to large proportions as an article of commerce, and to introduce (through the co-operation of the United States Department of Agriculture) the ittile fig wasp, and thereby make possible the production of the genuine Smyrna fig of Commerce on American soil.

In 1901 the total production of Smyrna figs on the Roeding orchards was something like six tons; in 1921 it was for the State 1500 tons; in 1921 large and ever increasing acreage con-

Hail the Fig!

Above — Views of mature and young fig orchards in the San Joaquin Valley, where the industry is making a steady and profitable growth.

greater use of the fig as a food product.

Turning from the fruit itself and its position in the trade, we learn that there are about 35,000 acres planted to figs in this State, representing a total investment something like 18 to 20 millions of dollars, and that the growers realized about one million dollars for their crops in 1921.

Commercially speaking, the law of elimination has reduced the recognized varieties in the trade to about four; Calimyrna, Mission, Adriatic and White Endrich or Kadota. The Calimyrna is a very large fruit; turbinate; pyriform; very short; stalk short; ribs distinct; orifice large, of pale ochre color and widely open when the fig is mature and before shriveling; skin lemon yellow; pulp reddish amber, sometimes pale amber, turning to dark amber just before falling; seeds large, yellow, fertile, overspread with a clear white syrup, giving the fruit a richness and meatiness unsurpassed by any other fig.

Tree of spreading habit; leaves medium to large, and five lobed. The dried fig contains 64 per cent sugar, which is 1½ per cent more than that found in the imported Smyrna fig. Dries readily and with less trouble and expense than (*Continued on Page 16*)

to the ground of its own accord, being practically dry when it falls and requiring when placed on trays, only from two to three days' exposure to the sun.

THE WHITE ADRIATIC

During a period covering nearly a quarter of a century the White Adriatic has been extensively planted the acreage devoted to it now being the largest and the total out-put correspondingly heavy. The tree is a strong

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meeting the objections of Patterson, who observed that he did not "feel like putting tourists on a patch of alkali and have them impressed with the old winery buildings and ice factories of Fresno."

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Fresno Republican
Dec. 4, 1922

ROEDING PARK CAMP SITE CASE ...WARM

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Fresno Republican
Dec. 23.

Above—A modern fig packing plant, operating under the auspices of the Peach and Fig Growers

Left—Unusual and hitherto unpublished photograph of fruit, showing the tiny fig wasp (Blastophaga grossorum) entering a fig. It was not until the introduction of this wasp and the wild or capri tree on which it breeds, that commercial production of Smyrna figs in America became possible.

stantly coming into bearing.

The total output of Adriatics, the variety most in evidence preceding the advent of the Calimyrna (Smyrna), is about 7000 tons; the Black Missions yielded about 1500 tons. It is conceded these figures are somewhat below normal; that the present crop will be of all varieties, in excess of 12,000 tons.

To one unacquainted with trade conditions it will be somewhat surprising to learn that we imported last year something like 32,000,000 pounds of figs and that the consumption of domestic figs was something like 20,000,000 pounds additional, or a grand total of 52,000,000 pounds. While it is true that this country consumes large quantities of this delicious fruit, it is after all rather small as compared to over a hundred million consumers.

California fruit production is unique in the fact that she grows many of those varieties that can be produced in no other State in equal quantities; this gives California a safe lead in growing certain fruit food products, among which is the fig.

With an assured protective tariff, there is no reason why fig culture should not develop and expand in all directions. The production of Calimyrnas (a coined word to differentiate the foreign imported from the same California-grown fig) is constantly increasing and it is the judgment of shrewd observers that the time is not far distant when California will completely supply our domestic markets with this product.

The success that has followed the activities of co-operative organizations among orange and raisin growers, under conservative methods, is sure to come to the organized peach and fig growers, which represent about 75 per cent of the present output. New methods of curing, processing and packing are being developed, all of which gives assurance of wider markets and

TREE PLANTING IS URGED IN STATE

Organizations Getting Behind Campaign to Culminate in Week of March 4

IDEA WIDELY SUPPORTED

Arbor Day Will Be Observed by School Children of California

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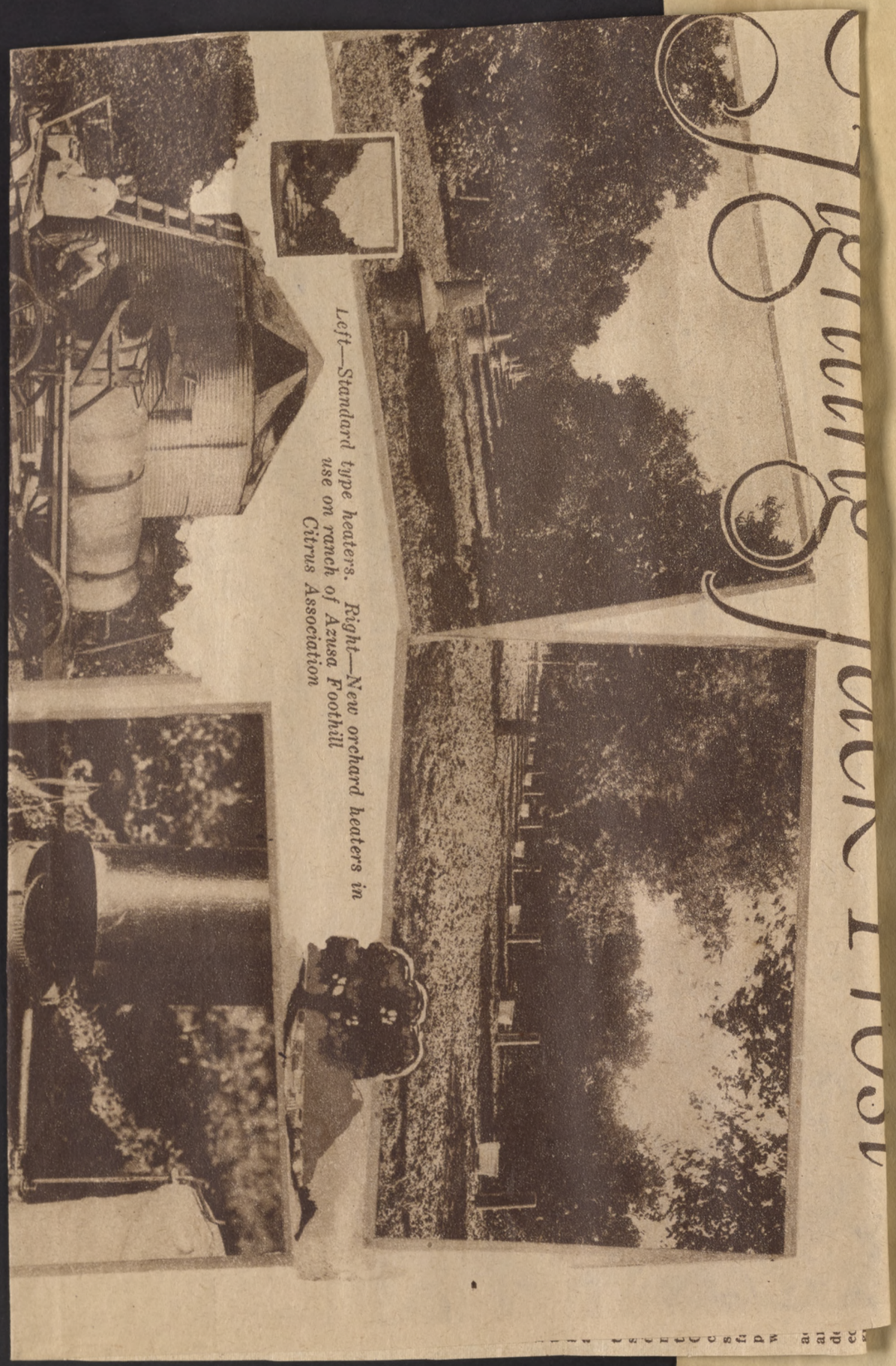
Similar campaigns have been carried on in many other states and the plan is approved by public officials and civic organizations wherever it has been tried. In California Chambers of Commerce, Boards of Trade and in some instances entire communities have held tree planting days. Among the most active are Chico, Tulare and Stockton.

In the observance of Arbor Day by the schools the planting of trees will be stressed, according to Chancellor K. Grady, director of the movement who reports an enthusiastic reception of the idea.

Among the trees found most favorable are Oriental plane, which has been used successfully in the Sacramento valley and is recommended by the state highway commission, and California black walnut. There is a wide range of choice as California is adapted to many types of trees and choice lies with the planter. Memorial groves, popular just after the war, also are advocated by those directing the campaign, as are home orchards and trees in parks and school grounds.

Mr. Grady, secretary of the California Association of Nurserymen, with headquarters in the Phelan building, is in charge of the campaign and organizations desiring information are requested to communicate with him.

S.F. Journal
Feb 26, 1923



Left—Standard type heaters. Right—New orchard heaters in use on ranch of Azusa Foothill Citrus Association

to the ground of its own accord, being practically dry when it falls and requiring when placed on trays, only from two to three days' exposure to the sun.

THE WHITE ADRIATIC

During a period covering nearly a quarter of a century the White Adriatic has been extensively planted, the acreage devoted to it now being the largest and the total out-put correspondingly heavy. The tree is a strong and healthy grower; fruit above medium size; skin white and thin; pulp red, fine, exceedingly aromatic and changes to an amber color when dried.

Among the older orchards, and also as single specimen trees in gardens, the Mission or California Black has been a conspicuous variety for over 50 years. It yields a large fruit of a dark purple or almost black color when fully ripe; it makes a really good dried fig; tree grows to an immense size and bears large and regular crops.

The White Endrich (often listed as the Kadota) is an early introduction of the late W. B. West, a pioneer nurseryman of Stockton. In its period of cultivation it has been sold under the following names: White Endrich, White Pacific, Verdoni, Smyrna, Kadota. It is medium sized; thin, white skin; pulp white to pink. One of the best for canning, preserving and pickling. Inferior for drying.

THE CAPRI FIGS

Reference also must be made to the Wild or Capri Figs which supply the pollen which fertilizes the Calimyrna (genuine Smyrna) fig through the aid of the little fig wasp (Blastophaga grossorum) whose natural home is in the fruit of this variety. This makes it obligatory on the part of the planter of Smyrna fig trees also to establish a number of Capri trees in his orchard.

Since the insect breeds annually three or four generations, it is advisable to include varieties to cover the several generations.

The early history of the fig in Californai is not without its romance, and represents a rather strenuous career. The plantings of the Mission era were restricted to the Black variety, the fruit of which was used merely for a local supply. Later, with the promotion and development of commercial fruit culture, it commanded a larger and wider attention, resulting in numerous efforts to introduce what in a broad sense is known as the fig of commerce.

PIONEERS OF INDUSTRY

It is timely to remember here some of the early horticulturists and plantsmen who gave of their money, time and labor in this commendable ambition. Among these must be mentioned the splendid effort of an evening newspaper of San Francisco, which brought in shipments of Smyrna fig cuttings in 1880.

In 1885, E. W. Maslin raised trees from Smyrna fig seeds which developed well, but failed to mature fruit, due to the absence of pollination or caprification.

In 1886 W. C. West succeeded in bringing in cuttings, which were grown successfully, but failed for want of the activities of the fig wasp already alluded to.

The late John Shinn, B. S. Fox and John Rock, all pioneer nurserymen at Niles did much in an experimental way to establish fig culture in California. Mr. Rock introduced many varieties, including the Capri, from Southern Europe, some of which are still in evidence at Niles as magnificent trees.

In 1890, H. E. Van Deman, of the United States Department of Agriculture, introduced and distributed cuttings of Capri figs from Turkish Asia, some of which are still living as isolated specimens. It was not, however, in the scheme of things that their efforts should become fruitful; that was an event only possible in the introduction and establishment of the little fig wasp, which occurred in Fresno County in 1899 through the efforts of the United States Department of Agriculture, in which the writer was a participant.

NEW TOURIST CAMP WANTED BY PARK BOARD

Site In North Fresno Favored; Funds Sought

Means of purchasing a suitable site for a tourist camp ground were passed up to the city commissioners yesterday by the park commission in joint session with individual members of the city commission and interested citizens at the city hall.

Ending a wide range of discussion on the necessity of a camp ground, converging into the one opinion that a tourists' stopping place is of great value in advertising a city, the park commission passed a resolution appealing to the city commission for means of financing a new tourists' camp, which will relieve Roeding park, now used for that purpose, and release it for recreational purposes only.

Commissioner of Finance Charles Dillon said he believed some form of a lease contract, whereby the city would be deeded the property could be devised with cooperation of a camp ground committee appointed some time ago by Mayor Truman G. Hart, of which H. E. Patterson, manager of the Fresno County Chamber of Commerce, is chairman.

TO CHOOSE SITES

As decided yesterday, Patterson's committee will recommend several sites, preferably in the north of the city situated on the main highway or south of the city, upon which the commissioners can act along the line suggested by Dillon as a means of financing it.

Presiding at the joint meeting, George C. Roeding, member of the park commission, directed a broad discussion of a tourist park, in which William Glass, Commissioners Thomas Anton, William Stranahan and Dillon, C. B. Harkness, Playground Commissoner Edwin Einstein, Frank Short and Mrs. Frank Short agreed with Patterson in good advertising to be gained from a camp ground equipped as an effective means of welcoming and favorably impressing automobile visitors.

Among Patterson's recommendation's for a camp site was 20 acres belonging to Senator W. F. Chandler at Tehama street and Whites Bridge road. His recommendation met with strong advocacy from speakers, but was effectively cut out of the possibilities as a means of solving the problem by Senator Chandler, who declared:

"I have been petitioned by an aviation company, golfing enthusiasts and by the camp ground committee to permit the use of that tract for all three purposes. I feel that at this time I cannot give you any encouragement whatever on its use for any of these purposes."

BIG ADVERTISING VALUE

Temporarily distracted from the Chandler tract as a camp site, speakers discussed possible sites south of the city, to the east and to the west, meeting the objections of Patterson, who observed that he did not "feel like putting tourists on a patch of alkali and have them impressed with the old winery buildings and ice factories of Fresno."

It was then that discussion centered and apparently, although no action was taken, tentatively decided as necessary to locate the camp on the main highway to the north of Fresno, that visitors might be impressed with the high school, parks and beautiful residence section of Fresno.

Patterson, in pressing this point as a means of advertising the city to advantage, cited the city of Tulare as one where tourists have purchased homes, industrial sites and farms simply because of the welcome extended them through Tulare's excellent camping site.

"These tourists came there," Patterson said, in clinching his argument, "without the slightest intention of settling there. But their welcome appealed their pocketbooks to the advantage of the city of Tulare."

Fresno Republican
Jan 24, 1923

COMMISSION USURPS POWER IS COMPLAINT

Authority Of City Body Is Questioned By Roeding

Inferential charges that certain members of the city commission were attempting to usurp the chartered functions and duties of subordinate commissions through a system of gradual encroachments and an attack on Finance Commissioner Charles Dillon's handling of municipal accounts featured yesterday's meeting of the park board.

George C. Roeding, chairman of the board, declared that Dillon had paid bills against the park department budget witnout the sanction of the park commission. He specifically mentioned a payment to the architectural firm of Coats and Traver of 11 hundred dollars for plans and specifications for the Roeding park swimming pool after it had been decided to abandon the project, and without the approval of the park board.

Dillon countered with a statement that the bill had been paid on the vote of a majority of the city commission, although his personal vote had been against payment because he knew nothing of the circumstances under which it had been contracted.

In a heated attack on a system that would permit such action, Roeding declared the powers of the park board were being usurped. In this phrase he indicated the board would fight against surrender:

"I'm going to find out from legal authority just how we stand, just what powers we have and what are the powers of the commissioner of finance. If we keep on in this way, the city just might as well have no park board."

The situation was declared by city hall observers to have had its inception in the fight waged against the stand of the majority of the park board against continuation of the automobile camp ground in Roeding park. At that time in a meeting of the commission the position of the board was assailed bitterly, with the declaration that "it was about time the commission stopped taking orders from its subordinates."

Roeding's main challenge, however, was directed at Dillon and the instance of payment of bills before receiving the sanction of the park commissioners.

Fresno Republican
Dec. 4, 1922

ROEDING PARK CAMP SITE CASE GROWS WARM

Another Fight Likely Before Question Is Settled

Another fight is looming over the effort of the majority of the park commission and George Roeding, donor of most of the acreage of Roeding park, to force the abandonment of the automobile camping ground, opened in the principal playground of the city last year.

A group, a minority so far, of the city commission and park board members not only favors the camp ground idea but desires to expand it in accordance with the suggestions made by the chamber of commerce and Lions' club committees.

The other group, of which Roeding, who is chairman of the park commission, is a member, is bitterly opposed to the camp ground within the park and recommends the purchase of acreage in some other location for this purpose.

A short time ago an intimation was given that Roeding threatened to exercise the right given him in the document deeding the park to the city of reasserting his ownership on the grounds the land was not maintained as a public park.

A legal opinion advising against use of the park for a public camping ground was given in a letter read to the commission in weekly session yesterday by City Attorney H. M. Johnston.

The letter evoked from Commissioners DeVore and Dillon, supporters of the camp ground, a demand for an immediate conference with those interested to finally get definite action on the mooted policy.

This was acceded today by Mayor T. G. Hart and Commissioner Anton and an agreement reached to call a meeting of members of the park commission, representatives of the chamber of commerce and Lions' club and the city commission at an early date to be fixed at the convenience of the majority.

Fresno Republican
Dec. 3, 1923.

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Mr. Grady, secretary of the California Association of Nurserymen, with headquarters in the Phelan building, is in charge of the campaign and organizations desiring information are requested to communicate with him.

S. F. Journal
Feb 26, 1923

CONSTRUCTION OF SWIMMING POOL DROPPED

City Commission To Abandon Proposed Park Improvements

Favor Summer Auto Camp To Be Opened At Small Fee

The project for a 32 thousand dollar public swimming pool in Roeding park, a combined public and private enterprise launched late in the summer, was yesterday definitely killed by the city commission.

By a unanimous vote the commissioners authorized a reversal of their former action calling for the construction of the pool and appropriating 22 thousand dollars from the treasury, and authorized the return of a five thousand contribution made by George C. Roeding.

Also the battle still rages over a continuation within the precincts of the park or on land purchased on its borders of the public camp ground, without a determination of victory for either side of the controversy the question precipitated.

The formal vote of the commission on an abandonment of the swimming pool followed on the heels of a joint meeting of committees from the Chamber of Commerce, the Lions club, the park commissioners and four members of the city commission.

DISCUSSION HELD

The decision of this conference, after a lengthy discussion in which there were several friendly but spirited verbal tilts between the pro and anti camp ground supporters, was for the appointment of a special committee of four members to investigate the whole proposal, inspect available sites for the leasing or purchase of land for a camp ground and with instructions to report within "a reasonable time."

The membership of this committee consists of Thomas Anton, from the city commission; Edwin Einstein, from the Lions club; H. E. Patterson, from the Fresno County Chamber of Commerce; and George C. Roeding, from the park commission.

Roeding, during the meeting criticised the supposed inaccuracies in published accounts of the previous conference, inferring that he had threatened to invoke his right under the deed giving to the city the land for Roeding park, of restricting its use for park purposes.

THREAT DENIED

He denied positively there was any threat, actual or implied. He then sought to obtain a ruling from the city attorney on the legal questions involved. The attorney last week sent a letter to the commission advising against raising the issue.

Roeding then framed a "possible situation," which he described as purely hypothetical, of the Roeding heirs being residents of another state or country and seeking to obtain complete ownership of the land in the future by bringing suit on the grounds of violation of the deed of gift.

Then somebody raised the question that if the camping ground in the park was a violation of the spirit and letter of the deed, a swimming pool might conceivably become a worse one. Roeding declined any comment on this, simply asking for the return of his check contributing five thousand dollars when he found the concensus of opinion adverse to the pool in the park.

Some discussion followed a policy with respect to the camp ground in the future, the sentiment seeming to favor a thoroughly equipped tourist park with a price sufficient to meet costs of operation and make interest on the investment charged for the privileges.

A. G. Wishon, managing head of the San Joaquin power corporation, sent a letter, read by the mayor, opposing a free camp ground and advocating one offering "comfort and cleanliness" for a nominal price. He urged the commission to investigate similar projects at Bakersfield and Santa Maria before taking final action.

Fresno Republican
Nov. 10, 1924

FRESNO IRRIGATION

CALIFORNIA," declared George Roeding, "holds first place among all the States in the Union in irrigation, and Fresno is the leading county in the State, both in the number and extent of its canals and ditches, having more than double the acreage under irrigation of any other county."

Recently Mr. Roeding has been united with other prominent farmers of the Fresno section in organizing an irrigation district.

Speaking on private versus public ownership, Mr. Roeding said:

"The ownership of land and water and the irrigation of the land should be united, so that no question can ever arise as to who owns the water."

He said that an increase in the water supply and the stabilization of the present supply would provide a more perfect irrigation of the entire area, and urged provision for the complete reclamation of all water-logged lands by a cooperative drainage system.

"Service," he said, "is just as important as cost. Our lands have grown in great value due to the character of the crops and intensive farming, and we need greater uniformity in winter distribution, and we need also community cooperation in the matter of drainage.

"Our canals should be better cared for. Organization and cooperation will secure better care. When all this is accomplished there will be a greater increase in crops, and they will be very much diversified and there will be a consequent advance in land values."

Delegates from 24 of the 52 school districts in the Fresno canal district, the largest and most important district embraced in the proposed Pine Flat project—put themselves on record as unqualifiedly in favor of forming an irrigation district served by their own canals, giving them complete ownership and control of land, water and water distribution.

Rural World

DEVELOPES BIG NURSERY FARM AT WATERFORD

Large Roeding Company Starts Valley Plant

Buys 180 Acres And Is Now Planting Large Number Of Trees

WATERFORD, Feb. 24—Having purchased 180 acres of land nine miles above Waterford, the California Nursery company is rapidly placing it in shape for one of the largest and finest plants in the state. They say the climatic and water conditions are ideal for the propagation of the varied stocks of trees and nursery stock handled by them.

The site borders on the Tuolumne river and the soil is of rich bottom land. The flat is protected on the north by a range of rolling hills as is the southern exposure.

The company has already under way plans to make this site the finest in the state. A large acreage has already been leveled and prepared for planting, the work being done by 30 men in the field.

Buildings have been constructed on the site and include the quarters for men, a large dining room and comfortable living quarters for the superintendent and foreman of the nursery.

The company has expended approximately 50 thousand dollars in developing its nursery. All varieties of fruit trees are now being "seeded" in.

Plans are under way to establish the main office at Modesto. The extensive packing and shipping yards will also be located in Modesto.

Heading the California Nurseries company is George C. Roeding. Other officers and executives are: Glen Curtis, vice president; T. Sand, general manager; P. F. Hischier, superintendent, and H. O. Hansen, foreman. M. L. Dow is sales manager.

Fresno Republican
February 25, 1923

NEVADILLO BLANCO OLIVES, according to the experience of several growers, which we gathered at the Convention, is subject to a rot which seriously injures a large portion of the crop, and pretty good authorities are advising that this variety be not planted. Geo. C. Roeding had been able to check the rot with sprays of Bordeaux mixture.

GEO. C. ROEDING, the popular nurseryman of Fresno, who has done so much in giving good varieties of figs to California and toward perfecting this valuable fruit was an attendant at the Sacramento Convention of fruit growers.

Pac. Fruit and Vine

PARKS FOR THE COUNTRY

By C. M. Hoak

DURING the last 25 years this country has witnessed an almost unprecedented flow of the rural population to the great cities. An ever-increasing stream it has been, presaging grave economic disasters, if viewed in the light of history, for no nation can long endure which does not maintain the proper balance between country and city life.

There has been a concerted movement on the part of those profoundly interested in the significance of rural life to turn this tide back again. Decided steps have been taken to raise the general standard of country living.

Better roads, better homes, better schools, and larger and larger opportunities for advancement are slowly but surely combating the subtle lure of the cities.

All of these movements must not fail to take into consideration that recreation has been one of the strongest drawing cards of cities. With pleasure and recreational parks, well-equipped playgrounds and numerous theaters and concert halls, they have sent the insistent call to youth to come for pleasure.

To restore country life, then, to its rightful position, one thing more is necessary. We must learn quickly the value of organized recreation, which may be best furthered in the country by the establishment of great democratic recreational centers in the open.

For such a recreational center nothing is more suitable than a well-planned country park. Here and there we have on a small scale examples of what such a park should be. Ganesha park, at Pomona, with its 60 acres of informal planting, beautiful winding walks and drives, well-equipped plunge, spacious picnic grounds and artistic Greek theater, exemplifies on a small scale the possibilities of parks of this type. In many ways Orange County park is quite admirable.

George C. Roeding's Views

Fresno county, at the suggestion of George C. Roeding, is contemplating a county park along the right lines. He urges the establishment of such centers primarily to furnish the country people a place for recreation outside of coming to the city.

As a secondary consideration, such parks, well planned and properly planted, would react eventually in bringing about the beautification of home grounds. To use the words of this far-seeing horticulturist, "Anything that might be done at this time to create high ideals in methods pertaining to agriculture and horticulture should be encouraged."

A county park should be spacious, centrally located and laid out so as to enhance the quiet, restful, rural charm, as well as to provide room for recreation and acreage for experimental planting.

Five or six hundred acres would be none too large for the ideal park, which would become more and more vitally important to the community.

Recreation would be promoted by a commodious plunge, with adequate dressing-room accommodations and wading pools.

Ample playground space, furnished with up-to-date equipment, should not be forgotten, and there should always be sufficient room for tennis courts and baseball diamonds. A good-sized athletic track, with its accompanying stadium, would furnish a place for the track meets, the crowning joy of youthful America.

Picnic grounds should not be overlooked; in fact, several sets of these should be provided. Covered kitchen sections, provided with cupboards, sinks, cooking utensils, etc., should be placed at the disposal of picnic parties.

Out-of-door stoves for cooking and broiling should be installed; in fact, everything that would encourage camping and living in the open should be provided. All such equipment and utensils could be cared for by special park attendants.

For open-air concerts, public addresses and plays and pageants in the open an open-air theater should be designed. If a suitable site can be found, nothing finer or more artistic could be suggested than a modified restoration of the old Greek theater.

Aside from all this, in a section apart a large tract should be reserved to be used solely for camping purposes. Perhaps 30 or 40 acres would not be too much, and when a county park is located in a large fruit-growing center even more room should be allowed for the out-of-door housing of its itinerant workers.

CAMPERS IN A PARK—Many people camp in the country parks. The equipment supplied is a great advantage. Fuel is sold them by a park attendant at small cost.

Such a camping section should be furnished with all the equipment necessary to make the camp life attractive. Provision should also be made for the automobilist who wishes to stop over a day or two. Taking all in all, a park of this nature alone would be of inestimable value to the surrounding towns, as well as to the country which it is primarily designed to serve.

Experimental Planting

In the plan for the ideal county park Mr. Roeding places special stress on the importance of that portion of the park given to experimental plantings. These plantings would exemplify the desirability of many trees and shrubs which could be grown to advantage by utilizing unused corners of the farmstead.

Once established, this section could be maintained and fostered by working in conjunction with the United States Department of Agriculture, through its Foreign Plant Introduction Department. Other sides of this economic demonstration, especially the problems surrounding reforesting, might be efficiently handled by enlisting the aid of the county forester, for nowhere is the reforesting propaganda more urgent and the intelligent planting of highways more necessary than in the Southwest.

Then, again, these plantings may be the means of turning industry into many profitable side lines. For instance, in normal times, we import annually into the United States over $6,000,000 of the products from cork oak. This same oak (Quercus suber) does well in all parts of California, but is particularly adapted to sections south of the Tehachapi.

Not only is it a tree of great commercial importance, but as an ornamental it ranks high among the desirable trees for park and street planting. The carob, now considered to be a tree with a great future commercially, could be planted in sections where a stock food rich in protein and sugar is desired.

Nuts Recommended

The pistachio, which furnishes the green almond of commerce, is a promising tree. Desirable nuts, all too little known to the horticultural public, the butternut, the pecan, the chestnut, the Queensland nut (Macadamia ternifolia) and others from successful tryouts could be systematically introduced, thereby doing away with the slow, sporadic and often unscientific individual tryout which has hitherto kept many fine economic trees out of general cultivation.

Plantings for hardwood timber and wood should not be overlooked, and whole blocks of illustrative trees could be used, employing the drouth-resistant eucalyptus, walnuts, black locusts and others. Such plantations, under proper handling, would be more effective in teaching farmers how to turn their unused acreage to profit than the most eloquent bulletins published.

Nor should we let our zeal to introduce new and desirable exotics obscure our interest in our rich and varied native flora. Such parks as these could have their confines forever dedicated to the perpetuation and the preservation of the many species of flowers, shrubs and trees which the vandalism of economic progress will eventually destroy.

Here sunny slopes and hillsides may blossom unmolested, and autumn, spring and summer may shift the scenes for Flora's pageant as freely as in old days when our State was "one sweet bee garden throughout its entire length north and south."

Native Trees

What better could be devised than such a living commentary on the conservation of our wild flowers? Then, too, there are so many of our native trees so desirable for decoration of home grounds.

In laying out the main body of the park the fussy paraphernalia permissible in city parks should be omitted, and carefully guarded lawns sporting "Keep Off the Grass" signs should not be indulged in.

Rural World
February, 1919

PRUNE 'SPORT' DEVELOPS INTO VALUED FRUIT

XX Saratoga Attracts Much Attention In State

Many Advantages Are Claimed For New Variety

BY GEORGE C. ROEDING
President, Fancher Creek Nurseries, Fresno.

The poet Coleridge says that "We should not be the last to discard the old nor the first to adopt the new," a trite saying that is not without its significance to intending planters. Nature is niggardly in creating new things within her laboratory; this probably accounts for the many plant novelties that are constantly being introduced, of which few ever attain specific rank, hence we are always cautious in recommending so called "new" fruits. Once in a while, however, there is a discovery which, in one or more particulars, may possess a superiority over present recognized types. Among such must be classed the XX Saratoga French prune, which we have had under close observation for about six years.

ITS HISTORY

Like so many of our commercial fruits, the XX Saratoga French prune is the result of what plantsmen call a "sport," a marked variation in the French prune showing fruit that is larger in size by reason of the consistency of its flesh possessing better drying qualities and also a better content of sugar. This proclivity to "sport" is more or less in evidence in all plant life; those sports which do not possess economic or aesthetic values (as in flowering plants) command little or no attention, because negative in character. This bud sport was first discovered in the French prune orchard of F. B. Smith, in the very heart of the prune growing area of Santa Clara county, in what is known as the Saratoga district. So pronounced are its superior qualities that budding was at once resorted to as a means to perpetuate and disseminate it. This was some eight to ten years ago, resulting in the growing of nursery trees and their planting in orchard form, many of which are now in bearing, allowing of sufficient time to study their behavior and the uniform high quality of the fruit. Orchards in the Saratoga and other districts in full bearing demonstrate beyond a question of doubt that it possesses commercial values far in excess of any type of French prune now known in California.

QUALITY OF FRUIT

It has been estimated that by reason of the large percentages of small fruits (those types grading as 80-90's and 60-70's, in stead of 30-40's and 40-50's) the prune industry suffers an annual loss of upwards of a million of dollars. If trees producing these small types yielded the larger sized fruits from the same acreage and the same number of trees and the same cost of labor and expenditure, the income to the prune growers would be nearly a million dollars more, or, in other words, their profits would be correspondingly increased. That of itself is an important thing for intending planters to consider.

In measuring values in a new fruit, or an improved type of a standard variety, its commercial importance commands first consideration. In this respect XX Saratoga French prune "measures up" from every point of view. As an instance, take its large size. J. E. Cox, of the California Prune and Apricot Growers' association reports that 44 sacks, weighing 4770 pounds graded 2323 pounds 20's to 30's, 1961 pounds 30's to 40's and 486 pounds over 40's, the general average running about 38 to the pound, surely a splendid showing and far in excess of the ordinary type of French prunes. Samples of French, Imperial, Sugar and XX Saratoga French prunes were submitted for analysis to the University of California, which gave the following results:

Sample	Per Cent Seed	Edible Moisture	Portion Total Sugar	Edible Sugar 25 per cent Moisture	Portion Total Calculated to
1 XX Saratoga French Prune	17.7	13.90	53.4	46.5	
2 French Prune	14.5	13.47	49.5	42.9	
3 Imperial Prune	15.2	13.45	41.8	36.2	
4 Sugar Prune ..	14.8	14.00	48.9	42.6	

Thus it will be seen that this new type stands first in percentage of sugar, flesh and nutritive values. It is pertinent to record that all these samples were taken at random from orchards in the Saratoga district.

SUPERB DRYING PRUNE

The Prune and Apricot Growers' association recommends that new plantings of prunes should average 70 per cent of the French variety and that of other sorts 30 per cent be equally divided between Robe de Sergeant, Imperial and Sugar. This of itself establishes the supremacy of the French type as a dominant commercial fruit. Since prunes are very largely sold as a cured fruit, the drying quality is a matter of first importance. It is the testimony of the Messrs Cox that the XX Saratoga prune will dry earlier than the ordinary French, and that fully one half of the crop will grade 20-30's to the pound. Certainly a big factor in its favor. The large size of the individual fruits, the meaty consistency of its pulp, the comparatively small pit, all tend to give it precedence over all other types of French prunes; its prune like and crinkly appearance when dried, its freedom from bloat, its resistance to "flatening out" while on the trays drying (the Imperial often requiring a week before being ready for shipping) its even color and its tenderness of skin (after cooking melting in the mouth without any suggestion of fibre or grain) are all considerations that give it rank as a fruit to be commended to growers and packers.

CHARCTERSITICS OF TREES

In habit of growth and behavior the trees are thrifty, with an inclination to spread; the foliage is a deeper green in color than the ordinary French type and the individual leaves much larger. The outstanding feature, however, is that the trees are unusually strong growers, excelling all other types of French prunes in this respect. The limbs and fruit bearing branches and spurs are stocky, carrying the fruit well with little propping, possessing the faculty of bearing regular crops of high quality fruit. In the light of these facts there is every reason for its increasing popularity, not only in the Santa Clara valley, but wherever prune culture has attained commercial importance. Among leading prune growers who have been immeasurably successful with it may be mentioned J. E. Cox, F. B. Smith and Budd Cox, all of whom have orchards in full bearing in the Saratoga district, and are increasing their plantings of XX Saratoga French prunes as exigencies demand. With a reasonable familiarity with California fruits, both as a grower and a packer for nearly a third of a century, I have no hesitancy in recommending this new and better type of French prune wherever conditions of soil and climate are favorable for the culture of this fruit along commercial lines.

Fresno Republican
Oct. 1, 1922

FIGS FOR CANNING

By George Roeding

SOUTHERN CALIFORNIA has a great future in the fig industry. That section is peculiarly adapted to the producing of the smaller White Kadota (White Endrich) fig on a large commercial scale for canning and preserving.

I have examined this variety of figs growing in many sections in the southern counties and fully believe the day is coming when the canned or pickled fig will be as distinctive a product of Southern California as is the lima bean.

In a suitable climate these figs will produce abundantly and continuously like lemons, keeping the canneries going from late June until December. The White Endrich makes inferior dried figs, and it cannot compete in that respect with the Calimyrna, which is increasing so rapidly in the Fresno sections.

The Kadota fig was introduced over 40 years ago by the well-known nurseryman, W. B. West of Stockton. The original name was lost, and it was given the name of Endrich, a fruit-grower in the vicinity of Stockton, by Mr. West. It has been sold under the following names: White Endrich, White Pacific, Verdoni, Smyrna and Kadota. Medium of size, with thin white skin and pulp, it is one of the best for canning and pickling.

Ventures of raising these figs on a commercial scale have been tried in Texas and other sections, but have failed. Slowly, but with certainty, they have been established in Southern California, and it is now time that the industry is promoted and made a leading one.

On Catalina island I have found as late as the last of November this white fig producing most prolifically. I will say that I never ate finer figs than those I found there. They were especially pulpy and sweet. The flavor is better than any I have found on the mainland. Figs have been grown on this island for many years. I see no reason why growing figs for preserving should not be a very profitable industry on Catalina.

All up and down the coast region, from Santa Barbara to San Diego, there are very favorable locations for these figs. Right near the ocean, or where it is pretty foggy and cool, they would not do as well as a little further inland.

These figs can be grown on side hills and in canyons and other places on low-value land. They require little water and care, as compared with oranges and many other fruits. Of course, it will pay to raise figs on more valuable land, but the fact that they can be raised on land otherwise useless makes the industry that much more promising.

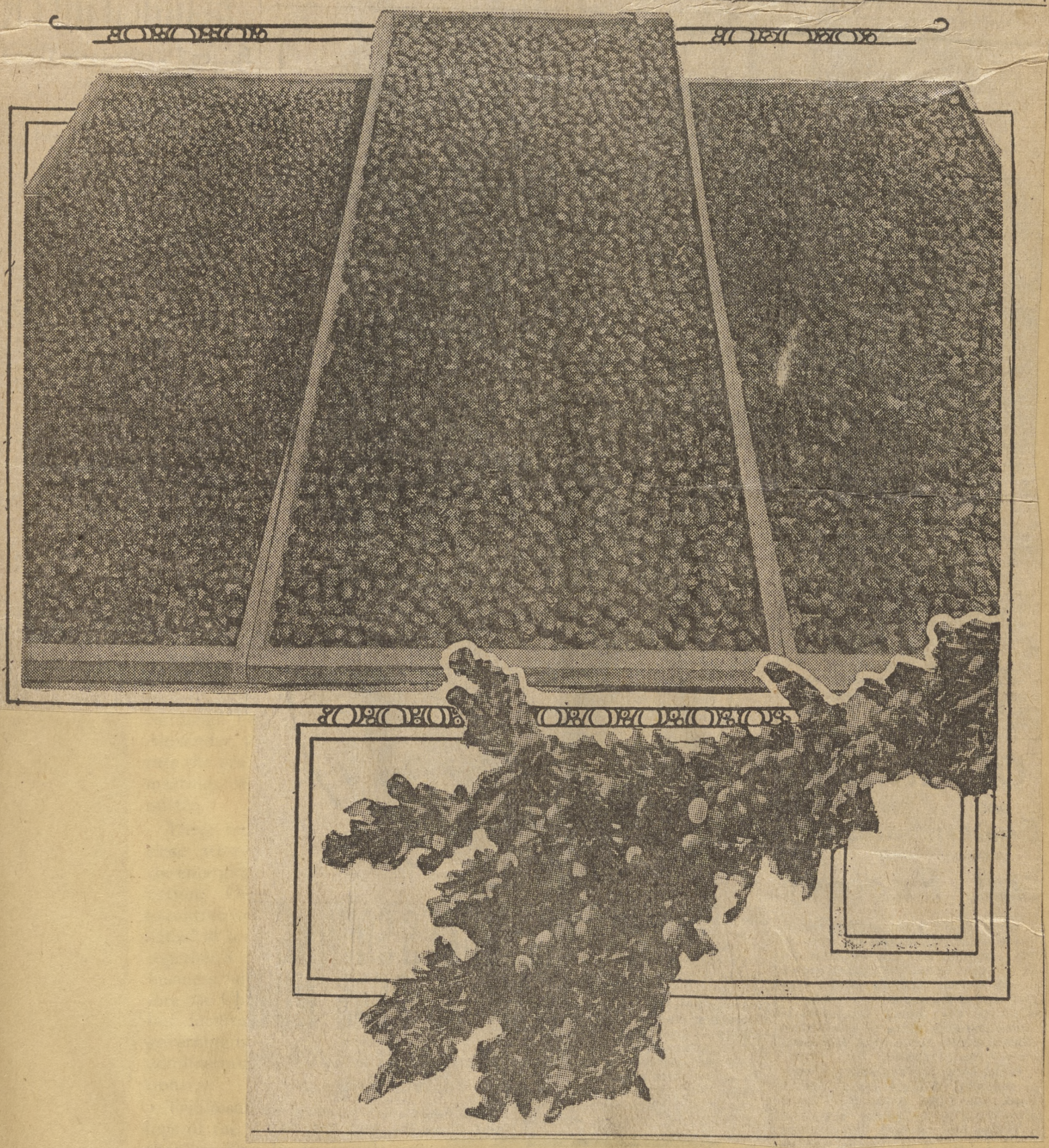
Among the hills between the Santa Monica and Hollywood sections and in Ventura and the San Fernando valley districts there is a vast amount of land now unprofitable which could be made to produce these figs. Around Whittier and from there south is good territory for them. I am not sure about the San Fernando valley. It may be too warm, so that they would not bear abundantly.

Around Pasadena and Azusa they are producing well. From Del Rey to San Pedro there is some excellent fig land. San Diego county should be a leader in preserved figs in a few years.

I will go on record in predicting that Southern California will have a prosperous industry in canned and pickled figs within a few years.

Rural World
April 12, 1919

The X X Saratoga French prune is attracting much attention among orchardists on account of its size and the superior drying qualities claimed for it. Above, left, French prune; center, X X Saratoga French; right, Imperial; Below, note size and abundance of fruit on this new variety



Nursery Plant Products Developing Into Big California Industry

By George C. Roeding
President of the California Nursery Company

California in her history and development is always surprising, and possibly in no direction more so than in her economic and ornamental horticulture. Her people in their active moods are never in a condition suggesting a state of mind between wind and water, hay and grass; quite to the contrary, they tackle their problems with an address and an enterprise that are extraordinary.

This resistless energy is as pronounced in one line of activity as in another; it was as virile in the days of the Argonauts as it is in the days of the automobile and the electric light; it finds exemplification in our supremacy in the production of mineral wealth and petroleum and in the magnitude of California's fruit production. And while much has been said, and deservedly so, of our financial, manufacturing and mercantile interests, their growth, development and future possibilities, little has ever been done to emphasize the initiative, the enterprise and the achievements of the California commercial plantsmen, as well as of the volume, value and ultimate magnitude of California's commercial nursery plant industry.

This industry has a record as full of romance as one of Bret Harte's stories, and as pregnant with achievement as the early careers of the founders of San Francisco. As early as 1848 the growing of fruit trees and flowering plants was a business in primitive Sacramento; when California was admitted as a state in 1850 there was an exhibit given in San Francisco of garden and field crops and ornamental foliaged and flowering plants.

Five years later we have record of several florist and nursery establishments in San Francisco and other Bay towns, which were numerically increased during the sixties to cover all the larger centers of population then on the map.

It is interesting to note that up to and during the initial days of the advent of transcontinental railway transportation the growing of fruit trees and ornamental nursery products was a fifty-fifty proposition; but beginning with the early seventies and continuing for about forty years the demand for fruit trees and vines was out of all proportion to the then limited sale of ornamental plants.

These fifty years probably represent the greatest and most widely diversified development in fruit culture the world has ever witnessed. Taking its inception at a time when our export trade in orchard and vineyard products stood at zero, it reached its apex in 1919, when the gross turn-over in California pomological products was over three hundred millions of dollars.

During this flourishing and active era of orchard development the nursery plant business grew in a corresponding ratio, single establishments like the MacRorie-McLaren Company, San Mateo; C. C. Morse & Company, San Francisco; Silva-Bertholdt Company, Newcastle; Cottage Garden Nurseries, Eureka; Charles C. Navlet Company, San Jose; Roy F. Wilcox & Company, Montebello; Henry A. Hyde Company, Watsonville; Charles Howard, Hemet; H. Plath, San Francisco; California Nursery Company, Niles and Loomis; John S. Armstrong, Ontario; R. M. Teague, San Dimas; Leonard Coates Company, Morganhill; Kirkman Nurseries, Fresno; Howard & Smith, Los Angeles; the Fancher Creek Nurseries and the Fresno Nursery Com-

ROSES AT NILES
Millions of rooted and budded bushes like these are field-grown annually in California.

pany, Fresno; Rhuel-Wheeler Company, San Jose; besides others of note, all literally growing trees and vines by the million, representing investments and an annual gross turnover of large dimensions.

With the decade closing in 1910 the demand in fruit trees reached its zenith, which during later years has assumed more normal conditions. It represents, however, the development and fruition of the greatest fruit producing people the world has ever seen.

With the decline in fruit tree growing certain epochal events transpired greatly to stimulate the commercial ornamental plant business in California. The first was the enactment by Congress in 1912 of a Federal plant quarantine law as protection against the introduction of foreign insect pest and plant diseases, which levy an annual toll on American agriculture of two billions of dollars.

During the first few years of its operation it admitted foreign plant products under certification at points of origin. Experience proving that this method was ineffective, the United States Department of Agriculture made a ruling absolutely quarantining foreign plant products (with here and there an exception) under specific rules and regulations.

ONIONS IN BLOSSOM
Grown for seed, this view shows them on the ranch of C. C. Morse & Company.

Naturally this shut off all European supplies, aggregating millions of dollars in value. During this same period the European war intervened, when all trans-Atlantic and trans-Pacific business, other than that of a military nature, was practically out of commission.

But this was not all. In many cases the commercial plant business in France and Belgium was ruined by the devastation of military operations, and in other cases allowed to decline for want of man power for its operation and markets for the disposition of its products. This naturally threw this country on its own resources for necessary supplies of nursery and florist products. Here certainly was an opportunity opened for California.

It is not generally known outside of the industry that many of the plants heretofore imported in great quantities from Europe can be grown with equal success in California, a fact to which commercial bodies should be keenly alive, because it means the creation of new industries and new lines of activities. There is no reason why we should not, and every reason why we should, secure the American markets for the varied ornamental plant products heretofore imported from Europe for our California growers. Obviously to do so implies the production of the particular varieties that are in demand.

In certain directions splendid beginnings have been made. In the matter of roses the number produced in what is know as the San Jose district will be about four million plants for Eastern export; Southern California will turn out a million and a half more. In the matter of bulbous

[continued page 13]

PRISMATIC BEAUTIES
Begonia Gloire de Cincinnati in nursery of MacRorie-McLaren at Beresford, San Mateo County.

Nursery Products Increasing California Wealth

[continued from page 9]

plants, in Santa Cruz and Monterey counties there is already a considerable production, carload shipments being a common occurrence. Palms, principally Kentias, are being grown by the million in Southern California, where the climate permits of their culture without artificial heat, and also boxwoods, Araucarias, Ericas (heather), and other florists' supplies.

At Eureka azaleas, rhododendrons, tuberous rooted begonias, gloxinias and other plant products are being grown for the wholesale trade.

Indeed, if properly encouraged, it is the judgment of those conversant with the situation that in a comparatively few years the gross annual turnover for garden and field seeds, ornamental nursery plant products and florists' stocks will aggregate over fifty millions of dollars annually, giving it rank with the other great divisions of the state's rural economics. Including all the divisions of the plant industry, the total California output will aggregate some twenty-five millions of dollars. There is at present about seven million square feet of glass used in greenhouse propagation in the state, which will more than double in the immediate future.

In the Federal census of 1910 California occupied second place in the volume and value of commercial nursery plant products, New York occupying first place and Texas third. In the last Federal census we advanced to first place, with a total output of approximately three million dollars' worth of nursery plant products and a seed output of possibly eighteen million dollars. A retrospective glance at the industrial development of the commercial plant industry in California reveals, on the part of representative commercial bodies centered in cities, the want of a proper appreciation of its unique and potential achievement and a real fellowship for the men and women engaged in it.

If allowance is made for the fact that the basic product, outside of land and water, sunshine and rain, that made possible every orchard and vineyard, field and garden in this state, represents the labor and effort of our commercial plantsmen, we begin to realize and vision the stupendous and magnificent service they have rendered in the development of the state.

SMYRNA FIGS. Geo. C. Roeding, Fresno, sends us some specimens of his White Smyrna figs, which we have placed on exhibition in the Chamber of Commerce, and we hope all interested will see them and note the color, thinness of skin and pliability. It may be of interest to know that they are the result of caprification by the insect known as the fig wasp or blastophaga, which carries the pollen from the capri or wild fig and introduces into the Smyrna, thus giving it the texture and perfection of the foreign product. The specimens are not perfectly dried, but are meant to show the figs in present condition. Parties who have any capri fig trees will please notify us by card, and Mr. R. has promised to send us some blastophaga to put on the figs if any are on the trees. To produce such figs as the specimens sent has been the dream of fig growers in California for years.

Fruit Growers
Dec 15/1901

Hydrangeas in the Garden Flourish in the Bay Region Rapid Growth; Heavy Bloom

By GEORGE C. ROEDING,
President California Nursery Co., Niles, Calif.

Among shrubs that find congenial conditions in the cool and invigorating air of the San Francisco bay region and the coastal counties, must be mentioned the hydrangeas, of which there are several varieties. Their large leaves with enormous corymbs of beautiful colored flowers are indeed striking in effect and massive in appearance. These plants find their greatest luxuriance in shady situations, and are amenable to plenty of moisture. Used in corners and at the intersections of walks, where they can be advantageously placed in proximity to larger plants, their blaze of color makes a striking contrast to the dense green of this sort of an environment.

Hydrangea hortensis, a very popular variety, is a native of Japan, has large, dark green leaves, and globular heads of rose-colored flowers; it is regarded as one of the hardiest and is free flowering.

Hydrangea arborescens sterilis is native to America, and is highly thought of in the Eastern states. In some sections it is commonly known as "Hills of Snow," due to its immense cymes of snow-white flowers, in formation like the pink blooms of the preceding. It can be recommended for regions too cold for the hortensis type.

Hydrangea hortensis "Thomas Hogg" is peculiarly adapted to pot culture, but also thrives in the open. Flowers pure white and a luxuriant bloomer.

Hydrangea hortensis variegata takes its name from the fact that its dark green leaves are distinctly variegated, being margined with silvery white; flowers are bright pink. Hydrangea paniculata grandiflora is a magnificent shrub, commencing to bloom in early August and continuing until late fall. The flowers are cream colored in bud, turning to pure white when fully opened, later taking on a tinge of pink and bronze. A plant with a strong individuality from every point of view, and always a conspicuous feature in any garden.

Oakland Tribune, Feb. 25, 1923

OFF FOR MEDITERRANEAN COUNTRIES.

George C. Roeding, of the Fancher Creek Nurseries, near Fresno, says the California Fruit Grower, the gentleman who offers a substantial cash prize for a suitable and acceptable name for the California Smyrna fig, the maturing of which variety in this state was made possible by his investigations and experiments, backed by the United States Department of Agriculture and the latter's importation of the blastophaga, left on Wednesday of this week for an extended trip through the fig growing countries bordering on the Mediterranean, taking in portions of Europe, Africa, and Asia. He will be absent some five or six months, and undertakes the trip in order to learn more regarding the Smyrna fig and its culture, caprification and the method of gathering, curing and packing the crop, etc. Mr. Roeding will travel as a commissioner of the United States. In his absence Mr. Roeding's business interests will be in charge of his brother.

National Nursery man, June 1901

THE FARMER IN ART

By One of Them

Specially for The Christian Science Monitor

Is artistic slavery in America right? Should Americans keep half of their population in a peasant class, pitied and looked down upon, just for art's sake, or shall they picture the 50,000,000 or more farmers as they are, progressive, thrifty, everyday men and women?

Many of us wonder why we, the farmers, are always pictured with bending backs; why our wives are shown in old clothes, carrying water, pitching hay, and wearying themselves out at almost any sort of drudgery. We wonder if it is fair to us, or to our farmer boys and girls. It is for these children of ours that we want the inspiration of farm life at its best, in place of the familiar depressing masterpiece or frivolous caricature.

There is a growing movement to introduce some other than the "man with the hoe" art into the rural schools—an art which would give the pupils a love and respect for agriculture. It deserves the encouragement of the best artists. A prominent painter was asked to suggest something which held out the attractive and progressive side of farm life. This is his surprising answer: "At first go off, a bag of gold or a package of government bonds occurs to me as a fitting symbol for agriculture these days. . . . It is a pretty hard nut to crack, for the moment you leave the hoe and plow as symbols you have let go of sentiment and the past and deal with the commonplaces of the machine-made present with its greater ease and avoidance of lordship. I doubt its wisdom."

Country Life and Art

However, a fuller appreciation of country life and art is being awakened among serious-thinking folk in many parts of the country. The North Carolina Board of Agriculture in a recent resolution, says: "We recognize the fact that there is urgent need for development among our rural population, especially among our boys and girls, of an appreciation of the beauties and possibilities of country life, and the encouragement of a love of nature, and all forms of beauty manifested in rural life. To this end, it is generally recognized that an understanding and appreciation of the most famous masterpieces of art dealing with rural art and scenes have a potent effect upon the plastic mind of childhood—a fact which makes us deplore the general absence of such pictures in our country schools today."

This forward-looking board offers to aid schools that want such works of art, and set aside an appropriation of $2000 for the work. Where will the school boards turn to secure the picture, or the bit of sculpture that represents, with dignity and sympathy, the progressive agriculture of today? Millet, famous painter of peasants of centuries ago, will hardly offer inspiration to the hardy, ambitious boy and girl of today. He paints too unpleasant a picture of farm life—and one no longer true. The traditions of the past, revered by present-day artists as regards agriculture, will have to undergo many changes. Art will have to come nearer the truth to be an inspiration to the future.

The man with whiskers, the man with straw in his teeth, popular in movies, burlesque, drama, advertising, and art will have to be relegated to the museums as relics of the past. The artist finds much in the busy marts of trade, the ponderous manufacturing concerns, and in every urban business which is artistic and does not offend the workers. Then, why select as art that which is untrue of the farmer's activities? Why progress in urban art and retrogress in rural art?

Romance of Success

An interesting development of the past few months shows the magazine artists beginning to see rural life as it is. Full page advertisements show occasionally an appreciation for agriculture at its best, and throw about it all the glamour and romance of success, action, life, and happiness. You cannot visit the country now without seeing the beauty that belongs to the open country alone. In addition you see the grain mowed down by a giant sickle bar, drawn by a well-fed team or a steel horse. Is it not as artistic as the man with the scythe? Does the riding plow lack the romance that the walking plow gives? Ask the man who drives or the one who struggles 10 hours a day to hold the plow in a sticky clay.

How different the picture found by C. J. Galpin, secretary of the Wisconsin country life conference, and a student of the country life problem, who has said:

"We want no peasant art in America at the price of a standing slander on country life. The vulgar tasks of the city are screened. But rural life, in reality and art, throw a mantle over the toil and dirt. We do not want a rural art which for the sake of a picturesqueness perpetuates the bent back of the farmer, the drudging postures of the farm woman, the bedraggled appearance of country children."

And he is right. Farm life should have a setting of hope of the future rather than a picture of the struggles of the past. Agricultural art must not be all dark spots and dismal shadows—it must be true. It must paint things as they are, with perhaps a touch of charity. The emphasis must be placed where it belongs—not where tradition and ignorance have left their mark.

Christian Science Monitor
June 30, 1919

FINEST NURSERY IN STATE TO BE IN WATERFORD DIST.

379

The California Nursery company is planning on making Modesto one of its most important links in the distribution of its nursery stock throughout the state. Plans are now under way to establish the main office and packing and shipping yards here. With the acquisition last fall of a tract of 180 acres 9 miles above Waterford, on the Tuolumne river, work has been progressing throughout the winter on the development of the finest nursery in the state.

Planting work at the nursery is now progressing rapidly with a crew of some 30 men in the field, and, when this work is completed, many tons of seeds will have been placed in the grounds. This site, which is a rich river bottom flat, is ideal for nursery stock propagation, as it is fully protected by rolling hills which tend to keep out the wind. The upland, warm sunshine and easy access to water for irrigation, will give good growing conditions. As the site is isolated from other orchards the stock can easily be kept free from disease.

Buildings Erected

Buildings have been erected on the site and comprise a large dining room for the men and fine living quarters. The work now progressing and until the first crop of stock is ready for sale will call for the investment of some $50,000. All varieties of fruit trees are now being "seeded" in and there are many beds where seeds are being developed ready for the transplanting process.

The moving of the main office to Modesto, which will follow as soon as the building at First and H streets, where the local show and sales yard is located, is completed will bring to this city an important industry. The California Nursery company operates extensively throughout the state, with some 12 sales and show yards and large tracts devoted to the production of nursery stock. While the nursery above Waterford is not the largest of this company's plants, it is planned to make it the best in the state and this summer will see this "ranch" one of the show places of the state.

Heading the California Nurseries company is George C. Roeding, president; Glen Curtis, vice president; T. Sand, general manager. The local executives of the company are: M. L. Dow, sales manager; P. F. Hischier, nursery superintendent, and H. O. Hansen, nursery foreman.

Modesto News, Feb. 15, 1923

JORDAN ALMONDS: David G. Fairchild, of the Agricultural Department, is in California this week, arranging for experimental propagation of the Jordon Almonds. As Explorer for the department he has secured excellent stock from the vicinity of Malaga. The Jordan almond always tops the market. It is of an elongated shape entirely distinct from the flat varieties. Usually is grown on bitter almond stock. Near Malaga it blooms in January and is supposed that it will bloom earlier here than our regular varieties. It must always be planted in mixed orchards to secure proper pollenization. Propagation has been started already in Arizona, and Mr. Fairchild has gone to visit some of the Fruit World folks at Acampo, (near Stockton,) and at Davisville, besides starting the experimental propagating work near Fresno by Mr. Roeding.

Fruit World
Nov. 9, 1901

BUD SELECTION OF FRUIT TREES IN USE FOR OVER FORTY YEARS

By GEORGE C. ROEDING,
In Pacific Rural Press

There are those who are prone to the opinion that bud selection is a comparatively new practice in propagation of nursery fruit trees; that it has been forced upon commercial plantsmen by the exacting demands of critical buyers of economic nursery plant products; that in California the nurserymen have on the whole been derelict in their duty to the purchasers of their products; in brief, that their goods have not been as represented.

A Glorious Record

For fully seventy-five years the nurserymen of California have been supplying the basic product that has made possible a fruit industry with an annual gross turn-over of over three hundred millions of dollars, during all of which period they have done more in the exploiting of suitable fruit varieties and root stocks to meet varying conditions of soil and climate, and at the same time meet the exacting demands of planters, than any other one single factor in our horticultural development. Allowing for this, does it stand to reason as a class that they have been guilty of selling fruit trees untrue to name and of questionable bearing characteristics?

Bud Selection Pulsations

While other divisions of California have made rapid progress along lines of betterments, the nursery industry has not been without its pulsations. Among these the matter of standardizing nursery fruit trees has of late years been rather promient. Its objective points are: (1) a system of production that will guarantee a tree that will prove to standard and variety; and (2) the growing of trees propagated from buds from record performance trees. The idea has, however, been more or less in evidence for many years. George T. Powell (father of the late G. Harold Powell of the California Citrus Growers' Exchange) practised it successfully many years ago with apple trees in New York state. In recent years A. D. Shamel, pomologist of the United States Department of Agriculture, has done some remarkably good work in bud selection with citrus fruits, which is of the utmost importance to growers because of the marked variation in the standard varieties, and the tendency toward mutations in citrus fruits to such an extent that some trees would bear no fruit at all, while in others the variation in the quality of the fruit, its shape, and other factors very frequently interfered with the profits which might have been realized; hence the importance of creating standards. The citrus growers of California are a unit in conceding that Mr. Shamel's years of painstaking effort and careful research work have been a pronounced success.

For years many of the more advanced nurserymen doing research work in the study and observation of deciduous orchards kept careful records of the behavior, quality of fruit and the bearing tendencies of trees from which they cut their buds. To assert that this painstaking care has not been a contributing factor to California's supremacy as a fruit-producing section is to ignore a self-evident fact.

A Pioneer in the Movement

Among those who have gone to their reward, but whose work remains a monument to their endeavors, none did better service along the lines of bud selection than the late John Rock. So strongly was he imbued with the idea and its ultimate importance that he established a test orchard on his grounds at Niles over forty years ago, on which he planted many varieties of fruit trees. After testing out trees true to name, of good-bearing behavior and yielding good crops of quality fruit, they became the source of bud wood for the propagation of the nursery fruit trees he sold during his career as a nurseryman. That orchard came into my possession a few years ago. These grand old mother trees were the source of "selected buds" for nursery fruit trees grown and disseminated for a generation by the firm he established. After being under close observation for nearly a half of a century, it is fair to assume that the record is one worthy of confidence. Other pioneer nurserymen also exercised a care that insured the reliability of their nursery trees, millions of which now dot the landscape as profitable producers of standard fruit.

Condition, Environment and Variation

Obviously, intelligent bud selection for all kinds and varieties of fruit trees is hardly possible from one orchard, even though it contained all the sorts demanded by a modern nursery establishment. Since no two trees are exactly alike, so likewise each kind of fruit finds its best development when placed in an environment to its liking. Many instances of the influence of climate and environment on the behavior of commercial fruit varieties were shown in the exhibits recently staged at the College of Agriculture in Berkeley. In the apple and pear exhibits, of which the former contained 105 varieties covering something like 20 states, and of the latter 81 sorts, mostly of California origin, the variation in apples was wide in range, from those posessing commercial value to those of no value at all; in pears the variation was also marked, but less in degree. This variation was manifested in size, color of skin, quality of flesh, etc. To a degree these variations are influenced by the character of tree planted, but in a much larger measure they are to be accounted for by local conditions of soil, moisture, climate, pruning, fertilization, etc. Undoubtedly this variation as between good and poor fruit, productive and non-productive trees, may be reduced by bud selection; nevertheless, the best of orchards will produce some cull fruit. Virility, stamina, and bearing capacity is what the planter wants in his tree; to secure this any intelligent nurseryman who is interested in the development of our great fruit industry will get his "selected buds" from orchards that have "made good." Allowing for these facts, budwood of the right quality cannot be secured at one source. Prevailing conditions may also produce (and often do) variations in fruit and plant grown from a selected bud. Commercially, however, the chances are they will "come" reasonably true to type and behavior. For these reasons I have maintained accurate records of orchard trees in various portions of the state covering nearly a score of years from which "selected buds" have been secured for all varieties of commercial fruit trees propagated by the concerns with which I have been associated for a quarter of a century.

The Elimination of the Unfit

The nursery industry certainly pulsated in the right direction when it sought to eliminate undesirable fruit varieties. Large volume of standard fruit suitable for special purposes is what buyers want. Then why list as many kinds and varieties as there are colors in the rainbow? The work that has been accomplished during the past few years in the elimination of the less valuable varieties has proven of great value to planters and nurserymen as well as to the trade.

The Significance of Bud Selection

Experienced propagators of nursery fruit trees as well as orchardists have for years been cognizant of the reliability and behavior of different kinds of fruit trees; a variation not only in the bearing habits of the trees, but also in the quality of their products. It has been the aim of established nuresrymen to produce a race of nuresry trees that would at least eliminate an appreciable per cent of the unprofitable. In California it is quite safe to say that plantsmen have accomplished something in this direction during the past quarter of a century; that it has been substantial the records of commercial fruit culture during the same period bear ample testimony. Our fruit culture, as it is today, would not have been possible with a race of poor fruit trees. There are California nurserymen who have practiced bud selection along individual lines for a series of years that has been of real service, whose efforts merit commendation and whose zeal in this direction is unquestioned. Their ambitions were high and not always without good results. In individual cases much the same practices were used with deciduous fruit bud selection that have applied with citrus fruits. This means that tree records have been maintained covering not merely a year or two, but several decades, and not only in one or two orchards in a given locality, but in many orchards in widely divergent sections of the state, or wherever certain fruits reached a high state of perfection and the trees developed regular and abundant crops. Indeed, there are those in the nursery industry that have made this a practice for years. Their methods may have lacked in mathematical precision, but their devotion to a principle cannot be impugned. When it requires a record of not less than from five to ten years to definitely determine the quality of fruit and bearing capacity of a record tree, it at once becomes apparent that the California nursery industry has at least something to its credit, and when there are here and there nurserymen who have kept orchards and tree records covering a score of years, we begin to realize why California leads in the production of nursery plant products. And while bearing characteristics may be more or less variable as between one season and another, due to climatic conditions such as scant rainfall, early frosts, etc., bud selection possesses its chief value in perpetuation of the best types of particular varieties of all our standard commercial fruits.

Bud Selection and Governmental Supervision

Bud selection is not without a suggestion of being a governmental function. Plant breeding and pedigreed seeds are two lines of research work largely carried on by the United States Department of Agriculture. But for the initiative and vision of A. D. Shamel, backed by the judgment of the department, it is doubtful if citrus fruit bud selection would have become the practical working thing that it is today. In this connection it is pleasant as well as gratifying to learn that there is a prospect of Mr. Shamel undertaking a similar line of work in deciduous fruit bud selection, under authority of the agricultural department at Washington. That this is something more than mere rumor is wish alike of fruit growers and progressive nurserymen. With a background such as here outlined, combined with the support of the cooperative fruit marketing associations, there is every reason to believe that bud selection in deciduous fruits will become as firmly established in California as it has with oranges and lemons; and it is the firm conviction among all classes that it will be equally as successful.

Will We Have a Race of Super Trees?

Much of the literature treating on bud selection carries the impression that nursery trees produced in this way will all be super trees; that a bud selected from a phenomenal producer of standard fruit will duplicate the perforamnce irrespective of other considerations. Experienced growers know better. So many contributory factors enter into the problem that such conceptions are largely utopian. This does not, however, vitiate the argument for nursery fruit trees grown from buds cut from record performance trees; much as these may vary in economic values and in behavior. Bud selection will not produce a super race of trees, but it will greatly improve the quality of much of the nursery stock grown in this country. All plant life is subject to fundamental and elemental law beyond human control; we can overcome some of the obstacles in providing an environment suitable to its widest productive values, and also by care and management. Though nature errs, nevertheless we can, within certain limits, increase the quality of our fruits and also the bearing capacity of tree and vine. Bud selection is but one step in this direction. I merely call attention to these fundamentals for the reason that nurserymen who are doing everything within their power to grow fruit trees true to name, and cut buds and scions from trees which have a good record back of them for a number of years, are fulfilling their duty to the public. On the other hand the planter has a responsibility in the intelligent planting and after care that he cannot escape if the tree is to fulfill its purpose. Beyond the question of suitable environment (though this is also vital), the management of fruit trees is equally as important as that of strain and bud selection.

Safeguarding the Public

Much effort has been put forth in late years to prevent the sale of untrue to name trees on the part of nurserymen generally, and in so far as these efforts are sincere and practical they merit consideration. In California, however, there is no produced a higher type of nursery fruit trees than in any other portion of the world. When it is remembered that every unit of vineyard and orchard in this state represents the product of commercial plantsmen and that the fruits of these same vines and trees now dominate in the markets of the world, it follows that all these fruit food products reach the ultimate consumer unimpaired in quality and type, it may be followed that the California nurseryman has produced trees of proper quality. That fact is of itself a guarantee that the business has been standardized. No nurseryman who appreciates the exacting demands of his calling; who realizes his responsibility to the man buying his product for the establishment of an orchard or vineyard; who is alive to the requirements of buyers of standard fruit and the hazards the grower assumes in its production is going to do but one thing, viz., produce the best trees that skill, knowledge and human effort can produce. And it is just this thing that the leaders in the industry have done in California ever since fruit culture assumed high commercial rank.

Co-Operative Californian
Feb. 23/1923

Bud Selection Work Is Old Practice With Nurserymen Of State Says Plant Expert

George C. Roeding Tells Of Work Of Pioneers In Making Trees "True To Name" In Variety And Bearing Characteristics

BY GEO. C. ROEDING
President, California Nursery Company

There are those who are prone to the opinion that bud selection is a comparatively new practice in propagation of nursery fruit trees; that it has been forced upon commercial plantsmen by the exacting demands of critical buyers of economic nursery plant products; that in California the nurserymen have on the whole been derelict in their duty to the purchasers of their products; in brief, that their goods have not been as represented.

For fully 75 years the nurserymen of California have been supplying the basic product that has made possible a fruit industry with an annual gross turn over of over three hundred millions of dollars, during all of which period they have done more in the exploiting of suitable fruit varieties and root stocks to meet varying conditions of soil and climate, and at the same time meet the exacting demands of planters, than any other one single factor in our horticultural development. Allowing for this; does it stand to reason as a class that they have been guilty of selling fruit trees untrue to name and of questionable bearing characteristics?

BUD SELECTION PULSATIONS

While other divisions of California have made rapid progress along lines of betterments, the nursery industry has not been without its pulsations. Among these the matter of standardizing nursery fruit trees has of late years been rather prominent. Its objective points are: (1) a system of production that will guarantee a tree that will prove true to standard and variety; and (2) the growing of trees propagated from buds cut from record performance trees. The idea has, however, been more or less in evidence for many years. George T. Powell (father of the late G. Harold Powell of the California Citrus Growers' exchange) practiced it successfully many years ago with apple trees in New York state. In recent years A. D. Shamel, pomologist of the United States Department of Agriculture, has done some remarkably good work in bud selection with citrus fruits, which is of the utmost importance to growers because of the marked variation in the standard varieties, and the tendency toward mutations in citrus fruits to such an extent that some trees would bear no fruit at all, while in others the variation in the quality of the fruit, its shape, and other factors very frequently interfered with the profits which might have been realized; hence the importance of creating standards. The citrus growers of California are a unit in conceding that Shamel's years of painstaking effort and careful research work have been a pronounced success.

For years many of the more advanced nurserymen doing research work in the study and observation of deciduous orchards kept careful records of the behavior, quality of fruit and the bearing tendencies of trees from which they cut their buds. To assert that this painstaking care has not been a contributing factor to California's supremacy as a fruit producing section is to ignore a self evident fact.

PIONEER IN THE MOVEMENT

Among those who have gone to their reward, but whose work remains a monument to their endeavors, none did better service along the lines of bud selection than the late John Rock. So strongly was he imbued with the idea and its ultimate importance that he established a test orchard on his grounds at Niles over 40 years ago, on which he planted many varieties of fruit trees. After testing out trees true to name, of good bearing behavior and yielding good crops of quality fruit, they became the source of bud wood for the propagation of the nursery fruit trees he sold during his career as a nurseryman. That orchard came into my possession a few years ago. These grand old mother trees were the source of "selected buds" for nursery fruit trees grown and disseminated for a generation by the firm he established. After being under close observation for nearly half of a century, it is fair to assume that the record is one worthy of confidence. Other pioneer nurserymen also exercised a care that insured the reliability of their nursery trees, millions of which now dot the landscape as profitable producers of standard fruit.

ENVIRONMENT AND VARIATION

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SIGNIFICANCE OF BUD SELECTION.

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SAFEGUARDING THE PUBLIC

Much effort has been put forth of late years to prevent the sale of untrue to name trees on the part of nurserymen generally, and in so far as these efforts are sincere and practical they merit consideration. In California, however, there is now produced a higher type of nursery fruit trees than in any other portion of the world. When it is remembered that every unit of vineyard and orchard in this state represents the product of commercial plantsmen, and that the fruits of these self same vines and trees now dominate in the markets of the world, and that all these fruit food products reach the ultimate consumer uniform in quality and type, it may be allowed that the California nurserymen has produced trees of proven quality. That fact is of itself a guarantee that the business has become standardized. No nurseryman who appreciates the exacting demands of his responsibility to the man buying his product for the establishment of an orchard or vineyard; who is alive to the requirements of buyers for standard fruit and the hazards the grower assumes in its production, is going to do but one thing, viz.; sell the best trees that skill, knowledge and human effort can produce. It is just this thing that the leaders of the industry have done in California ever since fruit culture assumed high commercial rank

Fresno Republican
February 4, 1923

Florida Citrus Areas Visited by California Growers

WHEN the Sunset Limited train on the Southern Pacific pulled out of California on the morning of Thursday, February 1, there were fifty-one members of the "See-What-Florida-is-Doing" party of California citrus growers on board. It was a happy, congenial group representing many of the citrus growing areas of California. Orange county naturally predominated because the valencia grower was not as busy as was the navel grower at that particular time.

Members of the party were: C. E. Utt, head of the San Joaquin Fruit Co., Tustin, and Mrs. Utt; Earle E. Goodale of the Honora Realty Co.'s property, Lemon Cove, Tulare county; C. C. Barr, Whittier, first president of the Whittier District Fruit Exchange; C. C. Arnold of Riverside, former member of the board of directors of the California Fruit Growers Exchange, from the Riverside district; Dr. J. T. Barrett, associate director, Citrus Experiment Station, Riverside; George C. Roeding, owner of grove at Exeter and head of the Fancher Creek and Fresno Nurseries of Fresno and the California Nurseries of Niles, and Mrs. Roeding; Harrison Kerrick, well known grower of Colton; Dr. and Mrs. J. W. Bean of Ventura; E. W. Gerry of Ventura and owner of citrus property at Ojai; E. I. Ames and Mrs. Ames of Pasadena, owners of orchards in several districts; Mr. and Mrs. William Farr of Riverside; J. W. Covert of Riverside; Mr. and Mrs Daniel Emmett of Ventura; Fred Stebler, of the Stebler-Parker Co., packing house equipment manufacturers of Riverside, and Mrs. Stebler; Rockwell M. Fay and Mrs. Fay, Anaheim; W. H. Smiley of Whittier; Mr. and Mrs. W. F. Crist, El Modena; Mr. and Mrs. V. W. Roberts, Fullerton; Mrs. Emma Bishop, Santa Ana; R. S. Anderson, Orange; Mr. and Mrs. D. F. Campbell, Orange; Mr. and Mrs. L. C. Flippen, Orange; Mr. and Mrs. R. S. Hill,

Continued on page 174

"ALL ABOARD"—A few of the members of the party of 51 Californians as they were going through the gate to board the special cars for Florida. Keystone Photo.

Continued from page 134

Orange; D. W. Coolidge of Coolidge Rare Plant Gardens, Pasadena; Mrs. Alice Hutchinson, Whittier; Mr. and Mrs. A. Wardman, Whittier; Miss Flora Trull, Los Angeles; Miss Lois Boltinhouse, Pasadena; Mr. and Mrs. L. W. Hemphill, Orange; A. C. Watts and T. Ashton Fry, Hollywood; Mrs. M. W. Weibers, Rivera; Mr. and Mrs. J. W. Cox, Whittier; Charles H. Hamburg, Whittier, and Mrs. L. C. Hart of Los Angeles.

All but the Riverside and Colton members of the party boarded the special Pullman cars assigned to growers at Los Angeles. District Passenger Agent Henry P. Monahan of the Southern Pacific Company, and the head of the commissary department of the company at Los Angeles were on hand to assure the members that they would be extended every possible courtesy and a special menu on the diners on the trip. Mr. Monahan had a photographer take some pictures but owing to the fact that a shutter on the camera did not work the picture of the large group did not come out. However, there is published herewith two views which were secured, one by the Keystone Service and the other by the Los Angeles Express. Unfortunately less than a third of the members of the party are shown in the group pictures reproduced in this issue of the *Citrograph*.

Every member of the party was provided with a badge bearing the wearer's name for identification and to aid acquaintanceship on the trip. The badge was of yellow ribbon bearing the words:

CALIFORNIA
CITRUS
GROWERS
FLORIDA
TRIP
1923
California
Citrograph
Party

A special diner was attached to the train for this group and a special menu for the group was arranged by the commissary department. As a compliment to the party the railroad company served free of charge, orange juice and oranges—the real California product—on the trip across the country. This little courtesy, which was extended while the party was on the Southern Pacific's lines, was greatly appreciated each afternoon. To relieve the minds of the party as to temperature conditions in the citrus belt Friday morning, Agent Pierson sent a telegram back to get accurate thermometer readings. When they left Thursday morning the readings had been pretty close to the danger point but the reports the next day were better and the party continued on their way feeling some assurance that the danger of serious frost had been passed, temporarily at least.

H. E. Pierson, of the Southern Pacific Co., and who had assisted the *Citrograph* in arranging the excursion, was on board to arrange every detail for the pleasure of the party. He went to El Paso, the end of the division in which he works. At El Paso another Southern Pacific Co. representative boarded the train and accompanied the group to New Orleans. The editor of the *Citrograph* went only as far as Colton to welcome the last contingent of the party, being unable, for business reasons, to go through.

This is the only way he has of saying "Thank you" to the group as a whole, for the very complimentary and profuse expressions of gratitude which were showered on the *Citrograph,* both at Los Angeles and as he was leaving the train at Colton, for the effort which had been made in organizing the party and arranging the details for the entertainment of the California growers en route and while in Florida. However, had it not been for the active co-operation of the Southern Pacific officials at this end, and that of Edgar A. Wright, editor of the *Florida Grower* at Tampa, at the Florida end, it would not have been possible to carry the details through to the apparently successful culmination.

On the outgoing route the party touched at El Centro, Yuma, Tucson, El Paso, San Antonio and New Orleans. In order to break the possible monotony of the trip, a day's stop was arranged for New Orleans. The party was scheduled to arrive there Sunday night, February 3 and the special Pullmans were held on track there for the use of the members for 24 hours.

There the New Orleans Association of Commerce acted as hosts. A very pressing invitation had been extended by that organization to take a steamer trip up the Mississippi river and about the harbor. Cold rain prevented acceptance. W. D. Jarman, secretary of the New Orleans convention and tourist bureau, was to have been in charge of this feature of the trip. Sunday morning was spent in touring the quaint old French section of the city. The New Orleans representative of the California Fruit Growers Exchange also welcomed the party.

Leaving New Orleans Sunday night, the party arrived twenty-four hours later at Jacksonville, Florida. Tampa was the objective point and that was reached Tuesday morning. There the group was welcomed by Editor Wright and a party of Floridans. The fine Tampa Bay Hotel, located at a commanding position overlooking the bay, was headquarters for the Californians. By special concession a rate was established for the party which was greatly below the customary tariffs. Reservations had been made in advance for 40 and others located at the Hillsboro and elsewhere where rooms could be secured. The week of the arrival of the party was the busiest of the year in Tampa, as the famous South Florida fair was in progress at the time, and it was exceedingly difficult to secure any accommodations. At one time it looked as though the citizens of the town would be called upon to open their homes for the group.

Thursday, February 7, was California Day at the Fair and special entertainment features were arranged for the visitors from this state.

Miss Lois Boltinhouse of Pasadena was the *Citrograph's* special representative with the party and letters telling of incidents and observations of the trip from Miss Boltinhouse, from Dr. Barrett, of the Citrus Experiment Station and possibly others will appear in the later issues of this magazine.

ARRIVAL AT TAMPA

(Special Dispatch to the Citrograph)

Tampa, Fla., Feb. 6.—Our party arrived in Tampa at 10 o'clock this morning. We spent Sunday in New Orleans as scheduled and saw the city in spite of the rain and cold which prevailed there. We had a very enjoyable trip on the train all the way and everyone was in good humor. George C. Roeding, grove owner at Exeter and well known nurseryman, was appointed as chairman of a steering committee and to act as spokesman. To assist him on the committee to whom all matters pertaining to the entertainment and information of the party were to be referred, were: Mrs. M. W. Weibers, Rivera, C. C. Barr of Whittier, Dr. J. T. Barrett of the Citrus Experiment station, C. C. Arnold of Riverside, D. W. Coolidge and Miss Lois Boltinhouse of Pasadena, secretary.

It was decided, soon after the party got under way, that the members should assemble and select a steering committee and a spokesman who could speak for the members as to the itinerary through the state of Florida. Foregoing is the result. It was voted to support everything planned for the entertainment and edification of the California growers.

We were met at River Junction upon entry to Florida by Con O. Lee of the Tampa Tribune, R. H. Rolfe, district passenger agent for the Seaboard Air Line, and W. M. Tarpley of Orange County Chamber of Commerce, who greeted us with flowers, candied Florida fruits, oranges and grapefruit, thus making us all feel very welcome to the state. Am mailing you an itinerary for our trip through Florida.

An invitation for a meeting of the citrus men of both states, to be held Wednesday night, was arranged immediately. The purpose was to exchange ideas of benefit to the growers of both states and to promote publicity beneficial to the citrus industry as a whole. Dr. Phillips of Orlando has invited the party to inspect his orange marking machine. A letter addressed to the *Citrograph* from the Pensacola Chamber of Commerce, urging the party to visit Pensacola on the return trip, was received upon arrival at Tampa.

LOIS BOLTINHOUSE.

MANY COURTESIES EXTENDED

(Special Telegraph Dispatch)

Tampa, Fla., Feb. 6.—Party arrived ten morning. All in fine fettle. Greeted by torrential rain and weather very warm. Storm has followed us the entire trip. Was raining hard in New Orleans and very cold. Were regaled at Greenville, Fla., not only with delectable citrus fruit but were showered with booklets giving full information relative to many interesting points in Florida. Our steering party consists of C. C. Arnold, C. C. Barr, Dr. J. T. Barrett, Miss Boltinhouse, secretary; George C. Roeding, chairman, and Mrs. M. W. Weibers.

A complete itinerary has been arranged by Edgar A. Wright, editor *Florida Grower*, which will take us through many interesting points where we will be received by many delegations who will extend every courtesy to us. Party in full accord with program Mr. Wright has arranged for us, which will be completed at Deland, Feb. 15.

Cordial invitations extended to us everywhere and we look forward to a grand good time in the state of Florida as well as valuable information.

GEORGE C. ROEDING.

A more detailed report of the tour of Florida and the observations made will be given in subsequent issues.

The Citrograph March, 1923

TREE PLANTING WEEK TO OPEN HERE TODAY

'Plan To Plant Another Tree' Slogan For Campaign

By GEORGE C. ROEDING

The slogan, "Plan to Plant Another Tree" is something more than a mere phrase; it is an institutional movement to encourage the free planting of fruit and ornamental trees, shrubs and flowers wherever civilized man has established a habitation and community interests prevail. By the beautification of home surroundings, the creation of public parks and gardens, and the planting of trees along public thoroughfares, every community is made attractive and the finer sensibilities of our common nature are awakened and stimulated.

It is indeed fitting and timely that the movement is sponsored by the nursery plant industry of this country. Taking its inception with the Illinois Nurserymen's association, it was at once indorsed by the American Association of nurserymen and all kindred bodies, and by no organization more enthusiastically than the California Association of nurserymen, which has set apart March 4 to 10 as tree planting week in California.

The movement has but one object, viz: tree planting and proper care after planting, and does not concern itself with trade matters, politics, legislation or any of the diverse subjects on which opinions may differ and policies clash. The interest in planting that it has awakened and the pronounced success it has achieved are largely due to the strong appeal, "Plan to Plant Another Tree," makes to every person interested in plants and the outdoor life, the ornamentation of home grounds and the beautification of cities by the creation of public parks and gardens, and the alignment of streets and country highways with suitable trees properly planted and cared for.

Professor E. J. Wickson, the Nestor of California horticulture, has written a handsome appreciation of trees, with an appeal for a wider and general beautification of home grounds and public highways; the California Association of Nurserymen has sent out quantities of literature bearing on the subject, embodying suggestions for carrying out the purposes of tree planting week, the State Board of Forestry is also cooperating in the way of supplying trees and competent instructors to insure proper planting.

The result is that something substantial will result, though the movement has not as yet assumed state wide proportions. It has, however, "caught on," with the result that during the week of March 4 many trees will be planted throughout the state and more particularly in the Sacramento and San Joaquin valleys.

The poet Byron somewhere has said that "He who plants trees loves others besides himself." For certain it is that trees satisfy our love for the beautiful, enable us to enjoy better health, to become prosperous and contented, to make the world better and happier. Trees cool the air, insure physical comfore to man and beast resting in their shade, increase the value of property and enhance the beauty and enjoyment of the home; hence they should find a place along all of our main highways, on the village street, on lawns and in parks, in cemeteries, on school house grounds, on the farm, in the door yard, and wherever shade and shelter, beauty and comfort are needed.

PLAN FEASIBLE

The planting of trees is feasible by individuals and communities, by private bodies and municipalities, by the old and young. Their cost is unconsequential and the expense of planting need be but little.

In the case of home grounds individual taste can be gratified, but where highways and streets are to be planted some regard must be paid to uniformity of kind and variety and also to methods of planting and after care. This implies community effort.

Some fine demonstrations have been made of late in the way of cooperative tree planting in the San Joaquin and Sacramento valleys. The planting season is now at its height, and hence it is important that the slogan be put into effect. The question of kind and variety is not so important as that something in the way of a tree be planted. If street tree planting is not feasible in your particular case, then embellish your home grounds with a few desirable sorts.

Remember that March 4 to 10 is tree planting week in California and that the membership of the California Association of Nurserymen in your town and territory will give you every assistance possible. So "Plan to Plant Another Tree" this week. Allowing for the fact that the demand for nursery trees of certain kinds is apt to be heavy, it will be advisable for intending planters to get in touch with their local nurseryman, learn of available stocks, their suitability for particular purposes and adaptability to the environment in which they are to grow.

The Republican Fresno. Mar. 4, 1923

TREE PLANT WEEK FOR THE STATE

Beautify the Highways With a Definite Plan of Tree Planting Is Urged by a Tree Planting Expert

By GEO. C. ROEDING,

President California Nursery Company, Niles.

In the interests of a better California, the State Association of Nurserymen has appropriately designated the week of March 4-10 as California Tree Planting Week, which is indeed as it should be, for March 7 is Arbor Day, when people in many states will be planting trees. Such an event should make a strong appeal to the entire Eastbay region, and more especially that portion of which Alameda county is the center of population. There is probably no other section of the state in which more kinds of trees find congenial conditions of soil and climate—all of which ought to bring about a general observance of the week and result in the planting of thousands of trees throughout the San Francisco Bay counties.

All commercial bodies and civic organizations ought to be in evidence this week as active factors in the planting of trees in public parks and gardens, along main traveled streets, in school house and private grounds and dooryards. Other sections of the state are doing some fine work in tree planting, notably in Tulare and Kings counties, and during the coming week many sections of the state will be planting trees; then why not Alameda county? California occupies a foremost position for her highways and the work she is doing in the way of roadside tree planting—a position we should maintain by increasing tree planting with the advancing years.

Unless some plan of action has been decided on, the time is somewhat limited in which to create a community interest in avenue and boulevard planting during the coming week; individual tree planting in home gardens, in public parks, on school house grounds and about public buildings is still perfectly feasible, and really ought to be observed.

In the way of selection much depends on the uses and environment the tree is to occupy. In both native and exotics there is a world of kinds to select from, including conifers, broad-leaved evergreens and deciduous kinds, nearly all of which can be planted with safety in this region. Just to mention a few genera, we have the evergreen and deciduous oaks, pines, spruces, cedars, redwoods, sycamores, eucalyptus, acacias and palms, each with many species and varieties.

Of our native trees there are some 50 species that are typical of California. For the most part these are forest rather than fruit trees and make the widest appeal for their grateful shade and ornamental values.

Where conditions are right and the area to be planted will permit, something might be said in planting fruit-bearing trees along country roads. The pecan, chestnut and walnut adapt themselves to this purpose; the fig and the olive, under favorable conditions, will stand the wear and tear of roadside usage, and at the same time be a source of revenue to their owners.

It is more than probable that the efforts on the part of the California Association of Nurserymen, which has sent out quantities of literature, urging the observance of tree planting week, that there may be a shortage of available trees—a contingency that leads to the suggestion that people who have not secured their plants take the matter up with their local nurseryman with a view to learning what kinds may be available and also the environment to which they may be best adapted.

In the meantime, do not forget to "Plan to Plant Another Tree" during the tree planting weekof March 4-10, 1923.

The O. Tribune March, 4, 1923

The Observance of Arbor Day

By GEORGE C. ROEDING

IN a general way people are more or less familiar with Arbor day and its functions, but specifically they fail to recognize its significance and achievements. Taking its inception in the treeless State of Nebraska through the personal efports of the late J. Sterling Morton (Secretary of Agriculture under the Cleveland administration) it has become a day of national observance. In the language of its founder, its purpose is "To avert treelessness; to improve climatic conditions; for the sanitation and embellishment of home surroundings; for the love of the beautiful and useful, combined in the majesty of a tree, as fancy and truth unite in an epic poem, tree planting should be followed."

Possibly to no country does this apply with a force and an appeal that it does to the regions of scant rainfall in California. Tree planting can never be overdone on the floors of our great valleys and so-called desert areas. And while it is true that in roadside tree planting California occupies a leading position, yet when we allow for its immense geographical area, its extent is, after all, comparatively small. Arbor day in California falls on March 7, and appreciating its significance, the California Association of Nurserymen has designated March 4-10 as "California tree planting week," with a view to enlarging the general scope of Arbor day and making its observance more effective.

In this connection it is interesting to note what some of the other states are doing with Arbor day. According to the American Tree Association, in New York this spring thousands of trees will be set out by many towns. Orders to the New York State conservation commission have passed the two million mark for trees. Glen Falls take 300,000 trees, Utica 10,000, Oneonta 35,000, Malone 25,000; while Little Falls, which was a municipal forest, wants 100,000 more trees, and the East Aurora Fish and Game Club has entered an order for 100,000.

Minnesota's forestry department plans to place 30,000 trees along her highways this year. In Indiana Charles C. Deam, the State forester, has started a campaign for beautifying the several thousand miles of highways in the Hoosier State.

In Tennessee thousands of memorial trees are being registered on the Tree Association's roll. The best high school work reported is that of the Booneville, N. Y., high school, which placed 1000 white pines. The largest tree planting inspired by an individual is credited to G. J. Boehland of Rockford, Ill., who gives away 13,000 trees this spring.

Last fall and this winter the California Board of Forestry reports the distribution from its tree nurseries of over 16,000 trees for planting along the State highways, the varieties being California black walnut, Lombardy poplar, black locust, American elm, European elm and European sycamore. The trees were planted in accordance with the terms of a permit issued by the State Highway Commission and all costs of planting are borne by the organizations or communities securing the trees, which are maintained by the commission after being planted. Street and boulevard tree planting is essentially a community effort demanding organization and some planning, which may somewhat retard Arbor day street tree planting unless provided for; individual effort is, however, still perfectly feasible during the present week. Church and school grounds, public parks and gardens, surroundings of municipal and county government buildings, a few well selected trees for the front yard and an assortment of fruit trees for the back yard, all afford splendid opportunities for individual expression in the observance of tree planting week. In both the ornamental and fruit tree classes there is a wide range of kinds to select from, covering not only individual preferences but varying conditions of soil, climate and situation. Allowing for this, intending planters should take up the matter of varieties with their local nurserymen, being careful to explain the area to be planted, its situation and the character of the soil.

Editorial Page S. F. Chronicle
March 6, 1923.

Great Possibilities for Expansion

MANY valuable, interesting and almost unexploited crops require only awakened interest on the part of the public to become important assets to California.

A few years ago, avocado boosters were described as "cranks," and investors advised to steer clear of them. Yet no one today would have the temerity to say that all the money invested in the avocado industry has been wasted!

The situation was described exactly by George C. Roeding, veteran California nurseryman and fruit grower, in a recent interview.

"I have tried for years," he asserted, "to get our people interested in some of the newer trees and plants that have such great promise But the tendency is either to overdo the thing, or to disregard it entirely. Some very valuable discoveries have been given a black eye at the start by over-exploitation, while others equally valuable have been lying dormant because those who recognized their worth could not arouse sufficient interest to try them out in a safe and sane manner."

Mr. Roeding mentioned the great possibilities in growing licorice, the roots of which thrive in certain swampy sections of California where practically no other valuable crop will grow. He also expressed the opinion that an enormous industry might be developed around the cork oak, which is known to adapt itself readily to many of our foothill sections.

Millions of dollars spent by America for licorice and cork both of which now are imported, may be brought to California through intelligent and systematic develoment, Mr. Roeding believes.

The filbert, he pointed out, may prove even more valuable to California than the chestnut. Yet neither of these trees has received wide attention in this State. Until ORCHARD and FARM recently published a series of articles on chestnut growing, there was very little general knowledge of its possibilities.

By all means let us receive cordially all suggestions concerning the introduction of new plants, or further development of those with which we have experimented!

This does not mean we must rush headlong to our financial ruin upon a wave of artificial enthusiasm. It is rather a safe bet, however, that the man who will sell stock to widows and orphans, in a plantation for the production of kickless wine-grapes or denatured onions, will find his way to the penitentiary sooner or later anyway.

And similarly, the foolish investor who decides to sink his savings in an orchard of peanut trees probably would have lost his money eventually on Falleasy oil stock!

"So there you are!"

Orchard and Farm Sept 1922

Mr. George C. Roeding, one of the most prominent nurserymen on the Pacific Coast, has been spending several days in Boston, following a trip to Florida and Cuba. Mr. Roeding came to Boston with the expectation of making a short visit to the Arnold Arboretum, but became so interested in what he saw there that he decided to remain for several days and possibly until the cherries and crab apples came into bloom. It is understood that Mr. Roeding controls nurseries in eight counties, growing both fruits and ornamental stock. He is very active in the affairs of Fresno, Cal., and is advocating the uniform planting of street trees. Mr. Roedling is an authority on parks, and pronounces the Arnold Arboretum one of the finest of the kind that he has ever seen.

HORTICULTURAL CLUB OF BOSTON

At the regular monthly meeting of the Horticultural Club of Boston at the Parker House, Wednesday evening, April 18, the first speaker was Mr. Robert Pyle of West Grove, Pa., president of the American Rose Society. Among the guests were Mayor Curley and Mr. George C. Roeding, of Niles, Cal. The decorations consisted of Carnations and Schizanthus contributed by Samuel J. Goddard of Framingham. It was voted to have one more meeting this season, which will be held in May.

Horticulture, Boston
April 25, 1923

MARCH IS BEST PLANTING MONTH

George C. Roeding Explains Points of Putting Your Trees in Ground

APRIL IS LIMIT FOR SOME

Evergreens Can Be Held Later Than Deciduous Varieties; Spading Required

By GEORGE C. ROEDING
President California Nursery Company, Niles

The accepted time to plant trees and shrubs in California is from January to April, particularly if early fall rains have prevailed. Especially does this apply to the deciduous varieties of fruit and ornamental stocks; the evergreens can be planted (if handled with care) well into the summer. For home orchard and garden planting March is the ideal month. The cold winter rains have spent their force; the ground has become warm by the advent of spring weather, putting it in just the right condition for the development of plant life. The plants are also in condition to put forth their spring energy in the way of bud and leaf, flower and fruit. It is, indeed, the season of the year when most of us get an attack of the planting bug and the garden-making fever.

Warnings Will Be Seen

Deciduous trees and shrubs should be planted not later than the middle of April. Dormancy will not extend beyond that period; indeed, by the first of April most kinds will indicate a healthy flow of sap and bursting buds—warnings that another planting season is drawing to a close. The pomaceous fruits (apples, pears and quinces), and the stone fruits (apricots, cherries, peaches, plums, prunes, etc.), and the berry fruits (strawberries, blackberries and raspberries) can be set out to advantage just at this time, while the evergreen fruits, such as oranges and lemons, olives, etc., can still be deferred.

The same applies to ornamental deciduous trees and shrubs, such as the poplars, sycamores, black walnut, elm, locust, etc., and in shrubs, such as the rose, lilac, spirea, honeysuckle, deutzia and many others.

In evergreen ornamentals the tree list is almost legion, embracing such well-known genera as the eucalypts, acacias, magnolias, many kinds of conifers and the stately palms, while in evergreen shrubs there is also a wide range to choose from.

Heat Limits Time

The one thing to avoid is deferring planting your fruit and ornamental garden beyond its accepted season. In the hot interior regions the time is more limited than in the coastal counties, but in either case planting should now be well in hand.

There are those who are more or less apprehensive that to be successful planting operations demand some knowledge and experience. In a limited sense this may be true, but if ordinary care is exercised, there will be no trouble. Obviously the ground should be well spaded and the holes of ample dimensions to accommodate the plants; better have them too large and fill in with surface soil than to err by having them too small. It is good practice to set the plant a trifle deeper than it stood in the nursery rows.

In planting evergreens the rope or cord holding the ball should only be cut, the burlap being allowed to remain and the earth filled in around it. Do not break the ball of earth.

Water After Planting

After planting water freely and maintain the surface in good tilth. Sometimes the soil in which the plant is set is more porous than that composing the ball of earth, which prevents the latter from soaking up the water. If the plant shows a want of water, investigate and if the ball of earth is dry, water freely until thoroughly wet. In some cases it may be advisable to gently break up the ball with an iron rod or crowbar in order to allow the water to percolate through it.

This is especially true where the ball is of a heavy adhesive soil, and that in which it is set is of a sandy, gravely and porous nature, in which case the water would quite naturally seep away without penetrating it.

Never place manure or fertilizer in the hole, as it is apt to injure the tender roots, thereby retarding growth rather than stimulating it. But the thing to observe is to get your back lot to growing a family supply of fruit and the front of the home grounds adorned with an array of flowering plants set in a frame of beautiful natural green.

S. F. Journal
Mar. 11, 1923

MARCH MONTH FOR PLANTING FRUIT GARDEN

By GEO. C. ROEDING,
President California Nursery Co., Niles.

NEARLY every home that enjoys any distinction at all for the growth of garden effects will have some room for fruit plants in addition to those of a purely ornamental character. Usually on the ordinary 50 by 150-foot lot the land in front of the house will be devoted to landscape effects, and the back or rear end will find accommodations for a few berry plants, a choice assortment of tree fruits and a selection of table grapes. If these are wisely chosen and properly cared for, a supply of fruit sufficient for an ordinary family covering the entire season will be realized when the plants reach bearing age. In addition there will be the added pleasure of growing the same and the assurance that they will always be fresh and harvested when fully ripe and as required for the needs of the family.

A family fruit garden on the ordinary town lot might consist of, say two apple trees, two pear, two peach, two apricot, one plum, one quince, three grapevines, a strawberry bed and a row each of black and red raspberry bushes, trained against the fence. Where the area to be planted is larger this list can be increased to include additional fruits. Varieties might be mentioned, but as these are more or less subject to prevailing conditions of soil and personal tastes, it will be safer to take up the matter of a selection with your local nurseryman, first explaining the area to be planted and also the kind of land on which the plants are to grow.

Under California conditions fruit culture and garden making is largely exempt from many of the hazards encountered in the regions of ice and snow. Given a fertile soil and a suitable environment the growing of a family orchard is a pleasure rather than a task, and at the same time a means of reducing the family living expenses. In the case of berry fruits, something in the way of a crop is possible the first summer and fall after planting, while with the tree fruits, the bearing season will be somewhat deferred. By selecting robust trees, however, something in the way of fruit may be anticipated the second year after planting, with an increase of crops each season thereafter until the full-bearing age is attained.

In California orchard planting is almost universally practised, though in limited areas and where climatic conditions are somewhat adverse, the practice of training trees against buildings and brick walls, or flat upon a trellis, has much to commend it to amateur plantsmen. In the first place under this practice it is possible to crowd more plants on the same ground, and also to greatly increase the yield. Its chief attraction, however, consists in the fact that by giving the plants a southern or eastern exposure, it makes the production of better quality fruit possible where normally conditions may be somewhat negative. Under this system it is feasible to produce many kinds of fruit along the shore line of San Franicsco bay that would only develop indifferently planted in the ordinary way.

While the foregoing deals largely with fruit trees, the time is also propitious for the planting of ornamental trees and shrubs for the embellishment of home surroundings. Here there is ineed a wide range of selection from palms to roses, from the stately conifers to the handsome, broad-leaved evergreens, and shrubs and trailers in an almost endless profusion and for every conceivable purpose. Arbor Day suggests the planting of ornamental rather than fruit trees, which makes it indeed appropriate to remember the beautiful as well as the economic in your garden operations.

S. F. Examiner
Mar. 11, 1923

Tree Planting Week Brings Ready Response From School Children Of County; Make City Attractive Tourists Is Advice

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One of the best advances Fresno could make stated Mahlon R. Jackson of the Fresno Nurseries company would be the beautifying of the city by planting the Texas prolific almond tree which at this season is in bloom.

"Eastern tourists passing through here would be favorably impressed and remain to spend a few days among the sea of almond blossoms and Fresno would rival Saratoga with her blossom festivals, San Leandro with her cherry fete, and Pasadena and Portland with their tournaments of Roses", said Jackson.

Tree planting week which concludes today has been well observed over the entire San Joaquin Valley. The citizens of Hanford and Visalia are working together to plant the highway between those places with shade trees. In recognition of the work done in the past week a luncheon to the workers will be held today in the yard of Cecil Feauer at Hanford.

Because of the refusal of the board of trustees of the Parlier school to bear the expense of 20 trees which had been ordered by the school, Mahlon Jackson made a gift of the trees to the school in the name of the Fresno Nursery, so that the school children might have the pleasure of carrying out their tree planting program.

The Winchell, Washington High of Easton, and the Pershing school all made purchases of trees to commemorate Arbor Day, which was celebrated on March 7.

Jackson reports that each year sees more interest in the subject of tree planting and more and more schools take an active part in the observance of Arbor Day.

Last year the Lone Star school went about the beautifying of their school grounds by the planting of strawberry vines.

Fresno city playgrounds were made more attractive by the planting of border trees.

In the list last year were the Caruthers, Reedley and Granville schools and the Reedley park.

This year Chowchilla was grieved because they could not obtain shade trees from the state nursery at Sacramento, because the trees had been exhausted and the nursery discontinued. During its life the state nursery gave away 100,000 trees for planting, chiefly sycamores. Nurserymen report that the sycamore had practically been exhausted in the nurseries.

Jackson, today issued the following statement concerning the achievements of "Plant a Tree Week."

"There has been a fine display of co-operation during the past week with regards to the planting of trees to beautify the streets, yards, school grounds, and towns and cities in general, among the clubs, the different chambers of commerce, the schools, and the individuals in general, and the nurserymen throughout the state report a decidedly heavy call for shade and ornamental trees to be planted in all sections of the country.

"While we are giving credit to the different organizations for their co-operation in this tree planting movement, we believe special mention should be made of our newspapers for their wide publicity and excellent support given this most excellent idea of "Plant a Tree Week" by them.

"Many trees have been purchased by the country school districts, and a great interest in planting has been displayed by some of the school teachers. In the Winchell school district, the teachers have been interesting the scholars in planting trees and in beautifying the grounds. A novel idea was worked out by these teachers, whereby the scholars were to pay for one tree, and the nurserymen were to donate one tree, which both the scholars and nurserymen were glad to do. These teachers, as well as many in other schools, should be commended for their co-operation in this good movement.

"There are many varieties of trees to plant for shade and ornamental purposes, such as elm, maple, sycamore, catalpa, and acacia, all of which are adapted to our warm interior climate and make very beautiful trees.

"The chamber of commerce has also called our attention to the almond trees, which can be used as a shade and ornamental tree, and needless to say, if the streets of Fresno were adorned with these beautiful trees in full bloom at this period of the year, it would certainly present a very pleasing appearance, not only to the visitor or homeseeker, but to our own population as well.

"What a beautiful sight it would be if our highways from Fresno to the San Joaquin river on the north were lined on both sides with these beautiful almond trees in full bloom.

"The 'Plant a Tree' movement is no doubt one of the best ideas that has ever been suggested for the beautifying of California, and due to the splendid co-operation of all concerned it has been a great success this year, and we have every reason to believe that it will be even a greater success in years to come."

Fresno Herald, Mar 10, 1923

Planting Season Is at Its Height

New salesrooms of the California Nursery at Niles. Here thousands of plants, trees, and shrubs are kept for display to those who visit the nursery.

March and April for Planting Finish Your Garden Right Now

By GEORGE C. ROEDING,
President California Nursery Co., Niles, Alameda Co., Calif.

March and April are the two ideal planting months in the coastal regions of California, the former preferably for deciduous plants and the latter for evergreens. It is also well to bear in mind that the Bay region will grow well a much larger variety than the warmer interior valleys, thus affording a much wider range to select from.

Deciduous trees and shrubs will transplant well just at this time, as the soil has become tempered by warm spring weather, the plants evincing evidence of flowing sap and bursting bud—warnings that another planting season is again drawing to a close.

It is still opportune to plant all varieties of fruit trees, berry plants and grape vines, and especially timely to utilize the vacant spaces on the home grounds in the creation of a family orchard and the beautification of the open spaces surrounding the house. Here is indeed an opportunity to practice the useful and enjoy the beautiful in plant life at a nominal cost, for be it remembered that growing plants are within the reach of all who really crave them.

Space off your back lot and ascertain about the number of trees and vines it will accommodate, and then plan to plant it at once. Apples and pears, peaches, plums, apricots and cherries, grapes and the small fruits can still be set out to good advantage during the latter part of March and early April.

Ornamental trees, shrubs, roses and palms for the adornment of the open spaces surrounding the house can also be planted to good advantage at this time, which will enable the plants to become well established before the warm dry summer season sets in—certainly a decided advantage. Intending planters should avoid postponing their garden operations beyond the spring season.

Some people are apprehensive that to be successful planting operations call for practical experience. In a limited sense this may be true, but if ordinary care is exercised, there will be no trouble. Obviously the ground should be well spaded and the holes of ample dimensions to accomodate the plants; better have them too large and fill in with surface soil than to err by having them too small. It is good practice to set the plant a trifle deeper than it stood in the nursery rows.

In planting evergreens, which are usually balled at the nursery, the rope or cord holding the ball should only be cut, the burlap being allowed to remain and the earth filled in around it. Do not break the ball of earth, which will cause the soil to fall away from the roots, thus defeating the uprpose for which it was balled.

After planting water freely and maintain the surface in good tilth. Sometimes the soil in which the plant is set is more porous than that composing the ball of earth, which prevents the latter from soaking up the water. If the plant shows a want of water investigate and if the ball of earth is dry, water freely until thoroughly wet. In some cases it may be advisable to gently break up the ball of earth with an iron rod or crowbar after it is planted in order to allow the water to percolate through it. This is especially true where the ball is of a heavy adhesive soil and that in which it is set is of a sandy, gravely and porous nature, in which case the water would quite naturally seep away without penetrating it.

Never place manure, thereby retarding growth rather than stimulating it. But the main thing to bear in mind is that plants have their season of growth and development, and that the planting season is now at its best.

Oakland Tribune, Mar. 18, 1923

Blooming Season of Acacias
Great Masses of Yellow Color
Beauty at a Very Nominal Cost

By GEO. C. ROEDING,
President California Nursery Company, Niles

Where tree bloom is a consideration in garden making and home grounds adornment there is no group of plants that makes a stronger appeal than the evergreen Australian Acacias. Von Mueller, in his "Extra Tropical Plants" lists upwards of fity varieties; the average California plant catalogue will be quite apt to describe from a dozen to twenty sorts, thus insuring a wide range in the matter of individual choice as well as purpose.

Just at this season of the year many Acacias are in full bloom, affording a plaze of color ranging from creamy white to a rich golden yellow.

The plants range from shrubs to large trees, the leaves of which are feathery or blade-like, varying from small to extra large in size, in some species attaining a foot in length. All are of easy culture and will thrive in a variety of soils and under varying conditions. All do exceptionally well in our coastal regions. Either as single specimens, or in groups, or for street and avenue purposes, the Acacias are prime favorites. Among the most popular in California may be mentioned the following:—

Acacia baileyana. Attains a height of 30 feet, and is a very rapid grower; foliage intensely glaucous throughout the year; leaves feathery and finely divided; flowers borne in racemes, blooms early in spring and in the utmost profusion; color a deep golden yellow. A really gorgeous object in the garden when in full bloom.

A dealbata (A mollissima) commonly known as the Silaer Wattle, and rated as one of the most popular in California. Noted for its free blooming habit in late winter and early spring. Foliage feathery varying in color from silvery to green; flowers clear yellow, fragrant, and borne in clustered racemes; an exceptionally rapid grower, forming a good sized tree in about three years.

A decurrens, or Black Wattle, attains a height of 60 feet, making a broad, round head, giving it a massive individuality of its own. Leaves feathery and a deep green in color; flowers pale yellow and quite fragrant; possesses the unusual habit of blooming twice a year.

A melanoxylon. Commonly known as the Black Acacia, is an erect, pyramidal grower, forming a well shaped head, rendering it admirably suited for street tree planting. Leaves large and oblong; flowers light yellow in color in heads. When young this tree has both "blade" and "feather" leaves.

A podalyriaefolia. In spite of its somewhat unpronounceable name, this is indeed a beatiful Acacia, and as yet somewhat rare in California gardens. The blade-like leaves are quite large and covered with a silvery down; flower heads are a rich yellow, rather large and borne in long racemes; blooms very early. Destined to become popular for its ornamental values.

Acacia trees are reasonable in price, thus making their use in garden making of wide application to people of even moderate means.

Oakland Tribune
Mar 11, 1923

WHAT'S IN A NAME?

There Was $25 in the Name of "Calimyrna" for the Roeding Fig and One of the Fruit World Folks Got It.

You remember we told about the naming of California grown Smyrna fig. Roeding, the Fresno nurseryman, wanted a special name for it. One that he could patent as a trade mark —and yet a name that indicated the nature of the goods.

Maybe you remember that he advertised in Fruit World and several other papers asking for such a name and offering $25 for the one most suited to his views.

It might have been taken for granted that a Fruit World reader would get that prize. We knew that it was scheduled to go to some Fruit World home as soon as the offer was made.

Well, we got it.

Note the "we" part of it.

Here is a letter from L. N. Suydam of Glendora who won the prize by naming the new fig "Calimyrna." That name will stand for long ages to come as representing the California grown Smyrna fig. It will also remind you folks every time you see a market report about Calimyrna figs that there is money to be made by watching the Fruit World advertising columns. The announcements that we allow into the Fruit World are business announcements that are of vital interest to you. Many of the announcements convey important information to you. Read them. Act upon the suggestions. If you find any advertiser who treats you wrongfully, notify us, then its our fight against the advertiser as well as yours, and between the two of us, we can "whip our weight in wild cats."

This is how Mrs. Suydam tells about winning the cash prize:

GLENDORA, Cal., July 8, 1901. (Editor Fruit World.) I surely have good reason for being glad I sent for the Fruit World. I have found it helpful during the year that I have taken it, and in your columns I saw Mr. Roeding's offer of a prize for a name for his fig, so I am the gainer of $25 (which is quite an item to me,) and the honor of having furnished the name, and the last will remain with me much longer than the money.

Mr. Roeding sent a draft some time ago. Yours very truly,

L. N. SUYDAM.

Fruit World
July 20, 1904

California Nursery Season Is Still Open

Shipments of fruit trees, rare shrubs and plants are still going forward to all parts of the State from the California Nursery at Niles. The recent rains have made it possible to still plant many kinds of trees and shrubs that are propagated at this nursery with a nation-wide reputation.

The recent rains have advanced the season for planting fruit trees and shrubs, and the California Nursery at Niles is feeling this fact by the renewal of visitors who are making retail purchases for their home gardens. When it was thought that the dry season had set in there was an appreciable slackening of these visitors, but with the thorough soaking that the country has been given home owners are renewing their endeavors to get shrubs and back yard orchards planted so that the trees and plants will become well set during the summer. By planting now a year will be saved in advancing the development of these plants.

The California Nursery does not attempt to deal in the small garden plants that are just being brought out for sale by nurseries nearer the city centers. This type of garden adornment has never been cultivated by the California Nursery, which has made its state and nation wide reputation upon larger garden shrubs and trees. In this line the California Nursery has almost had the field to itself. Its hot houses and lath houses are filled with thousands of varieties of rare plants that have been brought from all parts of the world and have been developed and propagated in the mild and balmy climate of Niles.

Since George C. Roeding took possession of this great nursery there has been developed at Niles a new system of selling these plants and shrubs. The purchasers have been invited to visit Niles and select just the plant that they may want, thus assuring themselves of getting just what they expected. George C. Roeding saw the hundreds and thousands of homes being built in the Eastbay district and he determined to do his part toward the beautification of the grounds of these homes. This he has accomplished by inviting visitors to come to Niles in their automobiles, pick out what they want and take the exact plant that they have selected away with them.

This system has transformed the California Nursery from a concern dealing only in a few large orders to one of the most popular show places in Alameda county.

The season for planting is still on, and this heavy rain will extend it for several weeks to come.

Oakland Tribune, April 15, 1923

BETTER CALIFORNIA HOMES

A PLEA FOR HOME BEAUTIFICATION

By Geo. C. Roeding
California Nursery Company, Niles

ALLOWING for the marvelous development of economic horticulture in California, it is sometimes surprising to observe how little attention has been given to ornamental plants in the beautification and adornment of the home grounds of our orchards, vineyards and farms. Possibly the care and importance of paying crops has been so strenuous as to preclude any serious attention to the planting of ornamentals. In the earlier periods when the commercial fruit business was still in the formative period, this explanation may have been valid, but since its successful exploitation, the beautification of the home surroundings is not only advisable, but in the interest of a healthy civic pride it is also a duty. With the advent of the automobile and the paved public highway, farm life has lost its isolation and found a place in the sun where it should be made attractive by the intelligent use of suitable plantings of flowering and ornamental plants in the immediate vicinity of build-

Shasta Daisies add a brightness to the view.

Attractive Scenes from Fig Garden. Home of Fred W. Gregory, Fresno.

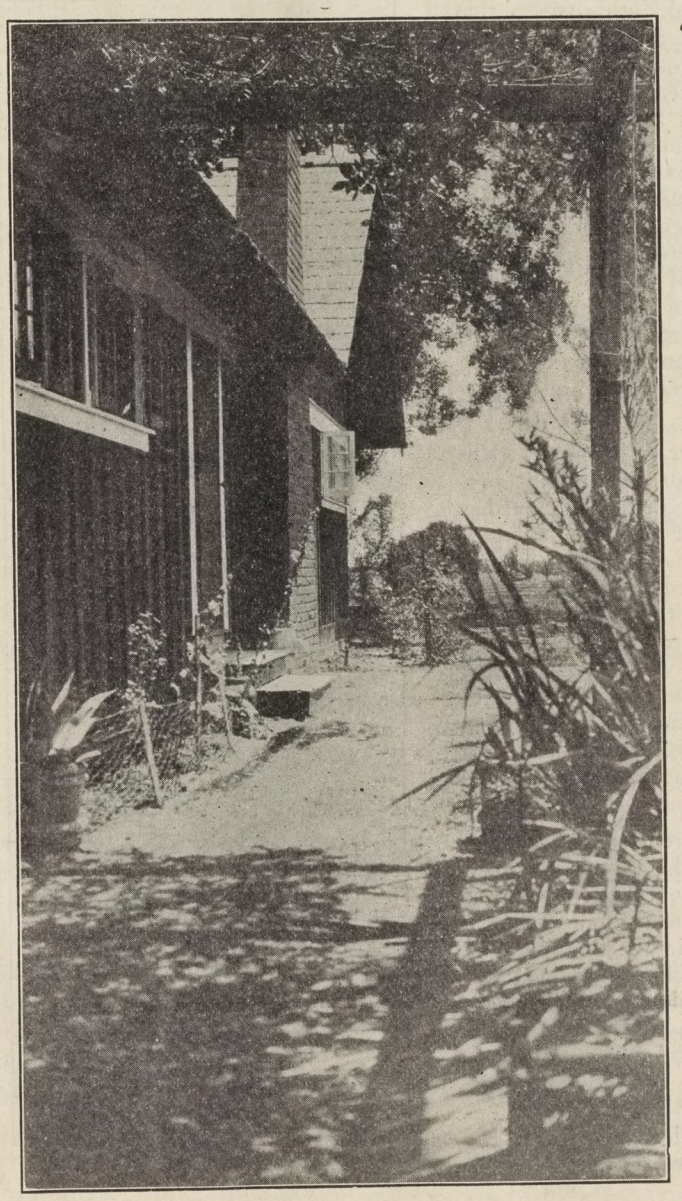
Ornamental Plants soften the wall lines in the Spanish Garden.

The tropical effect is easily secured by Palm or Cactus.

ings and the entrance grounds to the home. It is indeed jarring to sensitive nerves to view a beautiful orchard scene along side of home surroundings that are bare of vegetation and only indifferently kept. A scraggly evergreen, a dilapidated hedge, a neglected oleander, a few sickly looking rose bushes, uncared for flower beds, all tawdry in appearance, with an unkempt lawn, are not uncommon sights in the San Joaquin Valley. No plan, no unity, no harmony, no beauty—just a miscellaneous lot of neglected ornamental plants.

There are those who regard the adornment of home grounds as an expensive undertaking, not only in its creation, but in its maintenance. In the regions of zero weather this may be more or less true, but in California the beautification of home surroundings is possible with a small outlay of money. To attain satisfying effects only a few basic rules or practices are essential. Observe the open spaces or vistas where lawn effects are a chief attraction; plant in masses by grouping each kind of plant and flower, and finally follow nature and avoid straight lines. Put roses by themselves, the same with chrysanthemums, dahlias, etc. Some plan, no matter how limited the area, should be followed. The adornment of home grounds is possible with a very small expenditure of money.

Under prevailing conditions of soil and climate, the adornment of home grounds is also possible with permanent shrubs and trees, and the selection is indeed a wide one, embracing exotics and many that are indigenous to this region. In the growing of ornamental plants we are fortunately situated. By reason of diversity of soils and climates



Country Home of G. A. Franz, Woodlake.

Pergolas offer opportunity for vines and climbing plants.

provocative of much laughter and merriment.

2, 1, 1922

nearly the whole range of ornamental nursery plant products can be grown in California; some to better advantage in one region than in another. This renders a varied assortment available to intending planters, and at prices within the reach of even humble purses.

With the advent of the state highway, roadside tree planting assumes a dignity and importance that cannot be ignored. Often the orchard and farm home can be surrounded by roadside trees that are not only valuable for their grateful shade, but also for their products. Among such are certain varieties of fruit trees, such as the fig, the pecan, the olive, the chestnut, etc. In street and avenue tree planting the one thing to consider is uniformity, not only as to variety and kind of tree, but also as to planting plans. All trees should be equal distance from the sidewalk, the parkway should be of uniform width and the trees equal distances apart in the rows. If the street or avenue to be planted is within the corporate limits of a city, the planting should be under the direction of an experienced official, working under legal authority, so that uniformity will be secured; the same applies to county roads, in which case the county government should supervise the planting. It is a matter of regret that in municipal and county government these conditions do not always prevail, hence the residents along a particular street, boulevard or highway should unite on a certain variety of tree for the length of their particular thoroughfare, thereby securing for it a harmonious and pleasing effect, which should be supplemented with intelligent after care of the trees to secure best results.

For over a quarter of a century California has stood supreme in fruit production, and for a decade occupied a foremost position in the production of nursery fruit trees; during the coming decade she will also lead in commercial plant production in this country. And in order to demonstrate that we are an horticultural people, every orchard and farm home should be a living, forceful virile object lesson in the intelligent use of ornamental foliaged and flowering plants for the beautification of home grounds.

In California there is an awakening in this direction, which finds its chief expression in the southern portion of the state, in a few fine examples of home grounds adornment in the San Joaquin, Sacramento and Santa Clara valleys; but there is a vast field for improvement in the beautification of orchard and vineyard homes by the wider use of ornamental plants. In the interest of the higher life, let us do the utmost to encourage the beautiful in plant life; the useful will encourage itself.

Vines Produce Shade and Coolness in Summer.

A Few Flowers and Ornamentals Add Warmth of Color and Homelikeness.

PROPAGATION ON GIGANTIC SCALE AT CAL. NURSERY

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Millions of Plants Growing to Meet the Demand From New Homes.

The summer is far from the slack season at the California nursery at Niles. More than 100 men are being employed preparing for the fall and winter shipping and selling season. George C. Roeding, the owner of the California nursery since the death of John Rock, the founder, is spending his time on the ground giving personal attention to the building up of this plant into the greatest nursery for ornamental plants that there is in California if not in the United States. Roeding is living on the grounds and personally supervising the work of propagating millions of small plants that will be ready for gardens this winter.

Roeding began to give his personal attention to the Niles institution after he recovered from a severe illness a few years ago. He had been the owner of the institution for several years, but it had been only one factor in the great Roeding nursery organization, and received only its proportion of his attention. Then Roeding realized the importance of the great plant at Niles and he has been giving it increasing personal attention.

The California Nursery carried not only the largest stock of ornamental plants but the greatest number of varieties ever collected in one place in California. The climate and soil of Niles was found to be ideal for this line of garden ornaments, and Roeding has the finest kind of foundation upon which to build an institution that would be unequaled in the state.

For the last few years Roeding has been working toward the replenishment of the stock of the nursery, and under his supervision more than two million plants of many species and many varieties have been started, until this winter many of them are coming to the age where they can be transplanted and sold with a certainty that they will live and develop.

The California Nursery has built up a wonderful sales business from the Eastbay territory alone. The owners of the thousands of homes that are going up in the Eastbay territory are buying at retail at Niles. During the fall, winter and spring thousands of visitors call at the California Nursery in their automobiles and take their purchases directly away with them, obviating all danger of injury in shipment. A truck system connects Niles with the bay district, and Roeding is preparing to furnish gardens for every one of the thousands of homes now building in the Eastbay district. A busy winter is expected at the California Nursery this year.

Oakland Tribune
July 29, 1923

Noble Nobles Nobly Entertain

The Order of Nobles, in honor of their treasurer, The Marquis of Fresno, entertained at an elaborate banquet, at the Grill Cafe, on Saturday evening. Among the guests were Mayor P. V. Reyes, City Recorder George E. Daul, General Manager D. M. Renton, C. F. Baker (elected the King of Siam), Constable A. Sutemeier, J. B. Cameron, T. M. Polhamus, E. Windle, J. F. Beasley, C. B. Parker, A. C. Knopf and M. S. Patrick. The Nobles present were: Marquis of Fresno (Geo. C. Roeding), Duke of Portland (Arthur H. Devers), Squire of Seattle (H. W. d'Evers). Owing to to some miscalculation of time, the Prince of Hollywood was unable to be present at the banquet, but sent a wireless telegram from Hollywood expressing regrets and a request that a sumptuous portion of the meal be reserved for him. It was. And each of the banqueters had sufficient! It is also asserted that the Squire of Seattle "stowed away so much grub (solid matter) that it lasted him for three days, despite his best efforts at exercise on the Catalina golf links."

J. G. Curtis was unanimously elected "Lord of Los Angeles." The birthday cake carved by the Marquis didn't have 54 candles on it, but it was decorated with small trees, and was inscribed to "Our Kidd."

As toastmaster, the Duke of Portland, at times, became eloquent. Each of the Noble Family had an opportunity to display their intellectual ability, and the Marquis of Fresno severely criticized the rest of his relatives in the preface to his wonderful speech. The Marquis stated that he had been coming to Catalina for many years, and that it was his ambition to see the Island the most beautiful place in the world; that the natural adaptation of the Island for "growing things" was unequalled in Southern California.

Every five minutes messages were brought in to the diners, purporting to have come from other members of the Nobility on the mainland who were unable to be present at the festive gathering. The Marquis was the recipient of a number of useful gifts, which included a pocket knife, needles and thread, a fingernail brush, etc.

As each speaker was introduced by the toastmaster the remarks were provocative of much laughter and merriment.

To quote the speakers would occupy a space of several columns in this issue. All of their talks were humorous, brief, enlightening and optimistic. We briefly quote the "Lord of Los Angeles," who said he didn't realize that "Catalina possessed such a group of intelligent, hopeful, full-of-pep citizens," and that it had been a pleasure of great intensity to be present at the festivities.

The Catalina Islander
December 28, 1922

Horticulturist Visits Avalon

Visiting Avalon is a genial, democratic and unassuming man, recognized as one of the leading horticulturists in the world.

Geo. C. Roeding was, at the age of seventeen years, given charge of a 640-acre ranch at Fresno, which he has developed into one of the finest and most productive nurseries in California. From this beginning, Fancher Creek Nursery, the business developed into the Geo. C. Roeding Co., which operates six of the largest nurseries in the state.

He came into world-wide prominence through his discovery of the Blastophaga, an insect that fructifies the white Symrna fig. This industry, which has assumed large proportions in California, is solely and entirely due to his untiring efforts.

In his experimental work he has been to the uttermost parts of the earth. It is his intention to start on a year's tour to Europe this coming summer.

Following in the footsteps of his father, who donated 120 acres for a park to Fresno, Geo. C. has given freely in both time and plants, and, with another public-spirited citizen, has recently given a liberal sum to build a concrete swimming pool in this park.

He is a Regent of the University of California, a member of the State Board of Agriculture, on the Park Board of Fresno, and has served the State and the National Government in various capacities without any remuneration.

We hope to see his genial countenance for many more winters in our midst, and wish him continued success in his endeavor to enlarge the horticultural development of his beloved state—California.

Catalina Islander
2, 1, 1922

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Waterford to be headquarters for the growing of fruit trees and grape vines

Without much noise nor discussion there has been developed an industry of prime importance to the future progress and prosperity of this community; an enterprise that constitutes a fixture to the land, and one having to do solely with soil products. We refer to the advent of the California Nursery Company of Niles, which has established vast propagating grounds just east of town consisting of 160 acres of choice alluvial land, on which several buildings have been erected, and the whole planted to several million seedling deciduous fruit trees, grape vines and fruit plants. For the most part these will be budded, when sufficiently developed, to all the standard varieties demanded by the trade, an operation in care and cultivating calling for the empolyment of something like thirty people; during the budding and planting season this number is more than doubled. The payroll represents an annual expenditure of about $50,000, and the total output, when the trees and vines are ready for market, of half a million dollars per year. Allowing for the fact that the major portion of these nursery products will be packed and shipped from Waterford, the importance of this industry to the commnunity at once becomes obvious.

Largest West of Mississippi

It may not generally be known to our readers that the California Nursery Company is not only the oldest established institution of its kind on the Pacific Coast, but also the largest west of the Mississippi Valley. Its founder was John Rock, who estabtablished the business in 1865 on 435 acres of ground at Niles, in Alameda County, where are still grown all the ornamental trees and plants of its business; in addition it owns several hundred acres in Placer County near Loomis, where are grown large numbers of fruit trees. Its constantly growing business demanding larger productive capacity, it was attracted to this section by three fatcors, viz: **the fine fertility of our lands for the growing of nursery plant products, the abundant water supply, and the exemption of the locality from the dangers of severe frosts. It is anticipated that within a few years Waterford will become recognized as headquarters for the production of large quantities of quality fruit trees and vines.**

Geo. C. Roeding

From 1865 to 1904 (the date of his death) John Rock was recognized as California's foremost plantsman. To him the credit is due for the introduction and dissemination of many of the standard fruits that have made California famous, as well as many ornamental trees and shrubs. In 1917 this fine property came under the control of another recognized horticultural authority in the person of Mr. Geo. C. Roeding, to whom is due the distinction of introducing Smyrna Fig Culture in California. Associated with Mr. Roeding in the Waterford nurseries of the company are Mr. T. A. Sand under whose management the enterprise is being established, and Mr. M. L. Dow, who has charge of the local salesyards in Modesto. As developments take place, we hope to record the progress, achievements and significance of this rather large industrial undertaking to the growth of this section for the benefit of our readers.

WATERFORD, CAL, NEWS
MAY 25, 1923

FRESNO CLUBS FAVOR TOURIST CAMP AT PARK

Retain Site Until One Can Be Found Is Urge

Resolutions opposing the abandonment of the public camp grounds at Roeding park were adopted by the camp ground committee of the Fresno County Chamber of Commerce and the Fresno Lions club at meetings yesterday.

The chamber committee, headed by Edwin M. Einstein, will go before the commission Thursday, it was stated, and will present its plea, along with delegations from other civic clubs of Fresno which are opposed to the move. The committee feels, Einstein stated, that the summer tourist season is just coming on, and to close the camp ground without warning, leaving tourists with no facilities for camping over night here, would be of immeasurable detriment to Fresno.

Action was taken by the Lions following a discussion of members of the club's public welfare committee, who are also members of the camp ground committee of the Fresno County Chamber of Commerce. The resolution reads as follows:

Action was taken following a discussion of the question, and the report of members of the club's public welfare committee, who are also members of the camp grounds committee of the Fresno County Chamber of Commerce. The resolution reads as follows:

"Resolved, That the Fresno Lions club recommends that the city of Fresno do not abandon the Roeding park auto camp ground until some other suitable location be obtained, and that the city of Fresno continue to maintain a public auto camp ground, the same to be properly equipped and supervised."

Following the meeting, the directors of the club met and named a committee, headed by Carl E. Lindsay, to go before the city commission Thursday and put before the commission the recommendation and see if definite action cannot be obtained. The members of the committee include Ben R. Walker, Frank Purkett, George Ball, Ray W. Hays, Dr. J. M. Crawford, Jarvis Streeter, H. R. Hargrave, Rev. W. M. Fletcher and J. C. Ferger.

The Lions club first interested itself in the camp grounds two years ago, according to a report by Edwin M. Einstein, of the club's committee and chairman of the chamber of commerce committee. Following the appointment of the committees at that time, a thorough study of the matter was made and the committee recommended that the city spend a sum of money for the improvement of the grounds in Roeding park and the commission was ready to do this, but it met with opposition and legal obstacles were interposed. Then the committee recommended that the commission purchase a nearby site, but the commission deadlocked on this, Einstein said, and other recommendations have also been neglected.

The recent announcement of the commission that the camp ground at the park will be abandoned met with the disapproval of the committee, and the matter was taken before the Lions club for action, with the result that the resolution was adopted.

Fresno Republican
June 1923

Why Not Auto Park Grounds?

There has been some dissatisfaction expressed by citizens with the inconclusive action of the city government regarding municipal auto camp grounds.

This is about the situation.

For the last two years, the demand that the City of Fresno furnish to the motor car traveling public an opportunity to camp in or near Fresno has been before the city government.

Temporary provision was made in Roeding park for an auto camp.

But this camp was in no sense permanent. It did not make the provision for sanitation, for fuel, for policing and for other attention that a municipal camp should have. And there was definite objection from the members of the park board to having the auto camp in the park at all.

To obviate this, there was a proposal before the commission to appropriate money for the purchase of a permanent camp, to be provided in the course of years with sufficient shade and with furniture so that the temporary camp could be removed from Roeding park. Mr. Roeding, son of the donor and a member of the park board, declared that the deed of gift of the land precluded the use of any portion of the park for auto camp. This last claim has been disputed by attorneys and city officials, but it has at least been definitely stated.

To meet this situation, three of the members of the commission have been willing to buy other land. Four votes was necessary, so the proposed purchase fell through.

Commissioner DeVore has expressed himself strongly for the auto camp, but has declared that there is enough vacant land in the park, to furnish an auto camp site, and would not vote city money for buying more land.

The result of this deadlock has been that hereafter the city will depend, for its auto camp facilities, upon private camps.

Is this fitting to the dignity or the possible advantage of the City of Fresno? We think not.

It is very unfortunate that honest differences of opinion among members of the City Commission have resulted in the deadlocking of the entire advantage to the city of having an auto camp.

Fresno is notorious among cities in the state for lack of this municipal enterprise.

We ought to have a city auto camp. It ought to charge a small fee, a fee not larger than auto camping parties are accustomed to paying, say 50 cents a night. It should for this provide gas, water, policing service and other camp facilities.

It ought to be sufficiently separated from the "park" portion of the municipal tract as to be unobnoxious to the use of the park for public resort purposes.

Whether the city should place this park on Roeding tract property or elsewhere is a matter of detail.

But we ought to have an auto camp, owned and regulated by the municipality.

Fresno Republican
June 1923

COMMITTEE TO FIGHT CLOSING OF AUTO CAMP

Confers With Mayor Hart To Get New Site Before The Tourists Are Barred

The Fresno County Chamber of Commerce Auto Camp committee is definitely opposed to the decision made by the city commission several days ago to close the auto camp ground in Roeding park June 15. This announcement was made today by Edwin Einstein, chairman of the committee who later in the day was scheduled to talk over the camp site situation with Mayor Truman G. Hart.

At a recent meeting of the city commission it was decided to close the present auto camp site on June 15 and a committee of the Chamber of Commerce was asked to cooperate with the city commission toward the selection of a new camp site. Two possible locations for an auto camp were recommended by the Chamber committee, one just north of Roeding park and the other west on Belmont from Roeding park. The city commission, however, is dead locked on the proposition of buying land for an auto camp site.

"Closing of the auto camp at this time would reflect discredit upon the city of Fresno right in the very beginning of the tourist season," Einstein said this afternoon. "Many tourists come to Fresno expecting to locate in the free camp grounds for a brief period of time at least. It would be a big mistake to close the present site before we have provided another" is the opinion of the committee, said the chairman.

Einstein said that he hoped the committee and commissioners could discuss the camp site question at the next session or regular business meeting of the city commission believing that some early solution of the problem was for the best interests of Fresno. The regular meeting of the commission is Thursday afternoon.

Fresno Herald
June 1923

COMMISSION MAY BUY AUTO CAMP

Site Near Roeding Park Favored As Question Is Re-opened

Solution of the auto camp grounds problem was again before the Fresno City Commission to-day, after having been tentatively disposed of a week ago, and the lineup of the commissioners indicated possible purchase of a site on which a municipally operated camp would be located.

William Stranahan, commissioner of public works, and George F. Sharp, legislative commissioner, are in favor of a municipally owned and operated park outside of Roeding Park. Commissioner of Finance Charles F. Dillon said to-day that he would vote for purchase of a site at a cost of not more than $600 per acre.

Mayor Truman G. Hart said he believed the date too late for reopening of the question, inasmuch as the commission had agreed to close the camp ground in Roeding Park on June 15th.

Legislative Commissioner Glenn M. DeVore has in the past opposed and municipal camp ground project involving expenditure of funds for land, and he has been a proponent of maintaining the present camp in Roeding Park.

Fresno Bee
June 14, 1923

Obeying the demand of 25 citizens in delegations representing civic bodies and standing by their announced intention to push the move for Fresno to own its own auto tourists camp ground, three of the city commissioners yesterday voted to retain the tourists camp at Roeding park, rescinding a former action to close it today, with the provision that the city immediately start proceedings to obtain grounds for future use outside the park.

Voting for retaining the Roeding park camp, Commissioners Truman G. Hart, George Sharp and William Stranahan stood by their previous record of favoring a municipally owned site. Likewise Commissioners Glenn M. DeVore and Charles F. Dillon voted against the motion, confirming their past stands that the city should not spend money for additional grounds.

The divided vote came after eloquent addresses on behalf of the Lions club by Ben R. Walker, associate editor of The Republican; Edwin Einstein, for the camp ground committee of the Fresno County Chamber of Commerce; M. F. McCormick for the iKwanis club; and Richard Ainsley representing the Fresno realty board.

Other speakers for other civic bodies were ready to deliver their arguments for the camp ground maintenance by the city, but did not present them owing to the action of the commission.

The main argument produced by the speakers was that the camp ground should be maintained in it may be, until the city can acquire grounds elsewhere.

By the move of the commissioners the city will continue in competition with a privately owned camp ground ready to operate just south of the park, the owners of which had agreed to care for tourists at a small charge, and which influenced the action at a meeting of the commissioners a week ago in abandoning the camp ground in Roeding park, it being felt at the time that the wants of tourists would be well cared for at the private institution.

Fresno Republican
June 15, 1923

FRIDAY, JUNE 15, 1723.

"Temporary Only"

In response to representations from groups of citizens, appearing yesterday before the City Commission, the members of that governing body receded from their position taken before, to close the municipal auto camp. The camp was to have been closed from today on.

In effect, the action in continuing the auto camp was taken unanimously. But it is not so recorded in the minutes of the board.

Two motions were made, to the same practical effect, that the auto camp in Roeding park is to be continued. The first motion was defeated—DeVore and Dillon for; Stranahan, Sharp and Hart against. The second was carried—Stranahan, Sharp and Hart for, and DeVore and Dillon against.

In each case, the entire membership of the commission expressed a willingness to vacate the previous order closing the municipal camp. But in the one case, Commissioner DeVore moved that the order closing the camp be rescinded. In the other case, Commissioner Stranahan moved that the order be rescinded with the proviso that the camp is to stay in Roeding park only temporarily, and that the city shall proceed to acquire land for the construction and planting of a permanent municipal auto camp.

The citizens who presented the matter to the City Commission must recognize that the action taken yesterday accomplished its purpose, but is in only a superficial sense satisfactory. It leaves the commission as a whole willing to have an auto camp, but so divided in policy about the means of camp, but so divided in policy about the means of acquiring a permanent camp as to be deadlocked, with no sign of adopting a constructive policy.

The feeling as far as we have been able to ascertain is almost unanimous in favor of separating the auto camp from Roeding park proper. It is almost unanimous in favor of a permanent municipal auto camp.

But since any proposal for the acquisition of land must have the support of four out of the five members of the board, and the board is divided in policy three to two, the present unprogressive situation threatens to continue.

A continuance of it indefinitely would be intolerable.

It is up to the members of the City Commission to find, in the situation as they see it, a way out of this dilemma.

As it is now the auto camp will continue in the park throughout this season.

What can the commission do, now, toward arriving at a permanent policy, that will provide for a real auto camp, and that will satisfy the financial requirements of the situation?

Fresno Republican
June 15, 1923

Auto Camp Policy

Mr. Roeding offers us a communication, printed on this page, which deals with the question of auto camp policy by Fresno.

As to the maintaining of an auto camp in Roeding park, there seems to be virtually no difference of opinion. All the citizens of Fresno who have discussed the matter seem to be opposed to any more than a temporary handling of the auto camp in the park.

Some citizens, including one or two members of the City Commission, are opposed, however, to the placing on the citizens of Fresno, "this year", of the cost of acquiring land for an auto camp. A majority of the commission and a large majority of the citizens who have expressed themselves on the subject, are in favor of a permanent public auto camp policy being adopted at once, even though it involves both a temporary continuance in Roeding park and a reasonable expenditure of public funds at once to secure land.

As to that part of Mr. Roeding's communication which prefers regarding auto camp facilities as a private venture rather than as a public duty, we seriously differ with him.

For one thing, citizens acting under Chamber of Commerce direction have inquired carefully both into the public and the mercenary aspects of it, and declare that the establishment of properly equipped and permanent auto camps are a financial value to the city, and that, as it is, with the great growth of auto traffic through California, Fresno has been losing important merchant trade because the word has gone up and down the state that Fresno has "rotten" accommodations.

But we think that there is a much more important aspect of the question than whether the purchases of provisions, of gasoline and other supplies is made in Fresno or in Merced or Tulare or other places where travelers might stop. Fresno ought to join with the rest of California in maintaining a reasonable and continued welcome to the people who make of California a playground. We ought not to expect them to put up in hotels unless they wish to do so. Nor ought we to bribe them into visiting Fresno by giving them free accommodations. We ought to make a reasonable charge, such as has been suggested of 50 cents a night. This would cover the cost of the running accommodation and of the policing of the camp. Some inquirers claim that it would even cover the overhead.

As between the advantages of a municipal and a private parking space, there should be no hesitation in this city's providing the municipal camp.

There can be no possible guaranty of either the character or the continuance of private grounds.

True, it is reported that the owners of a ground that has recently been laid out have offered to submit themselves to municipal suggestions or regulation. But the fact is that no such regulation would be legal, and that the offer as made might be withdrawn tomorrow. No such municipal regulation could be made effective without municipal participation in the costs of operation.

And again, Fresno has had one striking illustration of the mutability of park prospects. One of the best parks that has ever been laid out in the San Joaquin Valley was the "Recreation Park," established about 15 years ago by gentlemen interested in the Fresno Traction corporation. It is a shame that that park does not exist today. But the land, once in a high state of park development, now consists of city lots and cottages, all in individual ownership. The park has disappeared. Yet, it might well have been said, and was said, a dozen years ago, that "Recreation Park" was a private enterprise. When the owners changed their minds about running it, and offered it to the city, circumstances were such that the city could not take it over. And it was cut up.

The City of Fresno cannot afford to delegate to any private corporation the business of furnishing auto camp grounds to the people who happen to be coming and going through central California.

And the suggestion that is made now occasionally that the city proposes to go into "competition" with private grounds, does not fit the fact. These private grounds are in "competition" with an enterprise already adopted by the city in principle, but quite imperfectly put into practice.

Fresno Republican June 19, 1923

SAYS AUTO PARK "CLASS" BENEFIT

To The Republican: The function of government is justice, the square deal to all citizens, and special privileges to none. When it deviates from these basic principles and aims to cater to a class, and its legislative transactions become tinctured with mercenary motives, it loses respect and confidence. And it makes little or no difference if this inures to the benefit of a group of individuals or to a class. As a case in point, let us take up the proposition of the taxpayers of Fresno City supplying the midsummer caravans of auto tourists with free camping quarters—even destroying the enjoyment of our public parks by tolerating their presence therein. Not that they are not welcome, but their comforts already are provided for at a very nominal cost by private enterprise. Then why mar the beauty and seclusion of our parks, or place an additional burden on the taxpayers in the maintenance of auto parking accommodations, or the purchase of additional land and improvements for such a purpose?

"But", exclaim the champions of auto parking facilities in Roeding Park or elsewhere, "such a course will hurt the prestige of Fresno and preclude its possibilities as an auto camping station." But will it? With facilities capable of handling the tourist travel at nominal costs, as now provided by private means, such a contingency is hardly possible. The plea that Fresno will lose trade by such a course is also a chimera—the camping out auto tourist does not possess the average purchasing power that his wealthier compatriots do who "put up" at hotels and garages. And even if he did his purchasing power is in no way vitiated because he enjoys low priced accommodations in Fresno supplied by private enterprise. In the meantime, the citizens of the municipality are being saved from additional taxation for a measure that is practically serving no purpose. Allowing for these self evident facts, the City Park Commission should be sustained in its action in abolishing municipal auto parking facilities.

Allusion has been made on more than one occasion that the donors of Roeding Park provided in their deed of gift that the land must be used only for park purposes, all of which is quite true and ought to be rigidly observed; but it is not true that the heirs of the donors contemplate any legal action should auto parking in the park be carried over with a high hand. The affection of the present heirs for the good people of Fresno is too well grounded to make such a contingency even remotely possible. What might take place twenty years hence, when the park lands possess a value of half a million dollars or more, if the provisions of the deed of gift be disregarded and trampled under foot, is not only a matter of conjecture, but one fraught with dangerous consequence.

GEORGE C. ROEDING.

Fresno Republican June 19, 1923

ROEDING PARK AUTO CAMP SITE WILL BE KEPT

City Commissioners In Open Clash Of Purchase; Action Is Temporary

The city commission yesterday rescinded its action in closing the auto camp at Roeding park and ordered that it be allowed to operate as heretofore, with the proviso, however, that its present site be considered only temporary and that immediate steps be taken to purchase a new site.

The action was taken under protest of two members of the council. Commissioner Glenn M. DeVore at first offered a motion ordering the continuance of the auto camp. William Stranahan, commissioner of public works, said he would vote for it with the proviso that the plan be considered temporary. De Vore refused to consider any provisions. Commissioner Charles Dillon stood with De Vore and then their motion was lost, the mayor, George Sharp and Stranahan voting against it.

Stranahan immediately offered the provisional motion and it was carried by the three affirmative votes.

Action by the commission was taken after representatives of the Kiwanis Club, the Realty Board and the Lions' Club had made a plea protesting the abandonment of the camp site.

Both Dillon and De Vore opposed any additional land site and even though Stranahan's motion carried, they served advance notice that they would not now or hereafter vote for a land purchase.

They contended that there was ample land now lying idle in Roeding park for a camp site and regardless of the protests of the park commission and private parties, that was the proper place for the camp. City Attorney H. M. Johnston concurred in an opinion of De Vore that a recent supreme court ruling declaring that auto camp sites in park sites donated "to be used only as a park" would not affect the land grant and were permissible.

It is probable that any attempt to make a land purchase during this year will be blocked, as it requires a vote of four members of the board to authorize the purchase.

Fresno Bee June 15 1923

JAN. 5, 1922 43

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He And Wylie Giffen Would Give $10,000; Tree Planting On Streets Also Urged

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Matters that he brought up for consideration were the swimming pool project at Roeding Park and the subject of a plan for the uniform planting of trees in an embellishment of the streets and sidewalks. As regards the swimming pool the first official announcements were made as to the donors, whose contributions are made with the hope that other public spirited citizens will aid to construct the pool before the summer season.

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A Double Menace 1922 4/30

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During the decade from 1910 to 1920, California advanced from second place to first in volume and value of nursery plant products. Certain influences were largely responsible for this. It was during this period that bud selection became a tangible thing, first with the citrus fruits and later with deciduous; it was the time of the war, when trans-Atlantic and trans-Pacific business was wrenched from its moorings and wholly demoralized, causing imports to fade, and production to almost cease in Europe; and finally, it witnessed the enactment of international plant quarantines. All these forces acted as a stimulant to the development of the commercial plant business in this country, and especially in California. The trade was practically thrown on its own resources for nearly all the plant products previously largely supplied from abroad. These conditions created new activities in ornamental plant enterprises throughout the State, which would be negatively affected by any modification in international quarantine rulings, or by any attempt to vitiate even slightly the intents of the quarantines.

The opposition that Federal quarantine has excited from the day it was put in force comes primarily from three sources, viz., (1) from amateur plant lovers who resent being restrained from making numerous and miscellaneous small importations of plants from all parts of the world purely for their own personal gratification; (2) commercial interests and organizations engaged in the exploitation of American markets with foreign nursery products; (3) manufactured propaganda by agents of European growers who have heretofore dumped much of their stuff on our markets to be disposed of to American buyers, irrespective of any other consideration.

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(CONTINUED ON PAGE EIGHTEEN.)

By Henry W. Kruckeberg

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CALIFORNIA'S NEW AND GROWING PLANT INDUSTRY IS MENACED.

L.A. Sunday Times April 30/1922

BY HENRY W. KRUCKEBERG.
Secretary California Association of Nurserymen.

THERE will be held in the city of Washington, on May 15, a conference between the commercial plantsmen (nurserymen, seedsmen, florists and greenhouse plant propagators) of the country at large and the Federal horticultural board of the Department of Agriculture.

As near as can be learned, this conference is called at the instance and on the initiative of eastern commercial ornamental horticulturists and growers of florists' supplies. For the most part these represent the Atlantic Coast cities, where this trade has heretofore received a large volume of its goods from European growers and has transacted a heavy plant import business. Two factors have operated to cut off this source of supply, viz., Federal quarantine No. 37, put in force by an act of Congress in 1912, and the World War, which not only demoralized all trans-Atlantic and trans-Pacific business, but on the continent of Europe (in the battle zones) practically destroyed foreign production of nursery plants.

With the return of normal conditions and the restoration of at least a large section to European production, it is quite natural that there are those in the trade situated in the Atlantic Coast and Middle Eastern States who are anxious that the rulings of the Federal horticultural board (which has in charge the enforcement of the national quarantine laws) be so modified as to allow of the free importations of certain lines of nursery and florists' plant products now prohibited. It would seem that this demand for a conference has been sufficiently virile and broad in its scope to bring about a meeting with the Department of Agriculture (horticultural board) as already intimated, with a view to securing (1) a modification of its rulings, (2) possibly a change in the law itself, or (3) its partial repeal, any one of which would negative certain tendencies in the way of development of a domestic supply of plants heretofore imported from Europe. If any such modification or change is tolerated, its action would not only be a menace to the plant industry of the Pacific Coast, but would restrict its development to purely local demands, and thus deprive the nation of a great resource for furnishing the domestic market with nursery and flourists' plant products (aggregating millions of dollars in value) heretofore imported from Europe.

REASON FOR QUARANTINE.

To have a clear idea of the

California Potted Field-grown Decorative Palms.

These Kentias are in great demand in the East for conservatory, hall, living-room and porch adornment, and the Golden State has developed a great industry in producing them. The industry is now threatened by the proposal to remove the Federal plant quarantine now so effective both in protecting American agriculture from imported pests and diseases and in fostering ornamental plant production in the United States.

grain and cotton growers, nor to the forestry interests, nor to the interest that a civilized people expresses in ornamental vegetation, but to all these elements combined. Injurious insects and plant diseases brought in on importations of soil products had caused damages so devastating as to almost stampede the rural economy of the nation. Thus the citrus canker, in efforts of eradication and losses to growers, has cost the Federal government and the several States affected not less than $13,000,000; the Mexican boll weevil of the southern cotton fields during the past five years has destroyed between $1,600,000,000 and $1,900,000,000 worth of cotton; the same is relatively true of the Hessian fly of the wheat, the San Jose scale, the gipsy and brown tail moth, the chestnut bark disease, the white pine blister rust, the corn borer, the Japanese beetle, the alfalfa weevil, besides many others that have become common, but which are nevertheless all immigrants.

The Department of Agriculture estimates that the nation's rural economy suffers an annual loss of over $2,000,000,000 from the depredations of injurious insects and plant diseases, over one-half of which represents the damage of insects and diseases introduced from other lands on imported goods. It is probably safe to say that California suffers a larger annual loss from injurious plant insects and diseases than most any other single State in the Union, which fact largely explains why she is the pioneer in ways and means of combating these twin enemies of plant life and growing crops. In the light of these facts is it any wonder that Congress passed a Federal quarantine law and that the Department of Agriculture is trying to make its operation safe and protective?

HOW QUARANTINE WORKS.

Naturally the law gives the Department of Agriculture considerable latitude in the formulation of rules and regulations calculated to meet the objects for which Federal quarantine was enacted. At first it was deemed sufficient to demand inspection and certification at foreign points of shipment, the opinion prevailing that such (under recognized authority) would be safe, excepting where certain outstanding diseases or insects were known to prevail; then special quarantine orders were issued. This system, after seven years of trial, was found wholly unsafe and of questionable protective value.

In the words of the pathologist in charge

shipments with 148 kinds of insect pests; from Belgium, 1306 infested shipments with sixty-four kinds of insect pests; from France, 347 infested shipments with eighty-nine kinds of insect pests; from England, 154 infested shipments with sixty-two kinds of insect pests; from Japan, 291 infested shipments with 108 kinds of insect pests; from Germany, twelve infested shipments with fifteen kinds of insect pests. The Gypsy and brown tail moths, for example, have been found in sixty-seven shipments of sixteen different kinds of plants."

In certain troubles, like the white pine blister rust, it also became evident that no inspection was absolute insurance against the introduction of ailments of an elusive and hidden character. For instance, the bacteria of citrus canker may be carried unseen on the surface of apparently healthy twigs, leaves and fruit; likewise it developed that disinfection in such cases was not feasible nor possible. Under these circumstances, in order to safeguard the rural industry of the country, the Department of Agriculture, through its horticultural board, concluded to wholly restrict the importation of plants into the United States, excepting only on certain conditions, all of which are under its immediate observation and control. This does not make importations impossible, but it renders them safe and devoid of risk.

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THERE will be held in the city of Washington, on May 15, a conference between the commercial plantsmen (nurserymen, seedsmen, florists and greenhouse plant propagators) of the country at large and the Federal horticultural board of the Department of Agriculture.

As near as can be learned, this conference is called at the instance and on the initiative of eastern commercial ornamental horticulturists and growers of florists' supplies. For the most part these represent the Atlantic Coast cities, where this trade has heretofore received a large volume of its goods from European growers and has transacted a heavy plant import business. Two factors have operated to cut off this source of supply, viz., Federal quarantine No. 37, put in force by an act of Congress in 1912, and the World War, which not only demoralized all trans-Atlantic and trans-Pacific business, but on the continent of Europe (in the battle zones) practically destroyed foreign production of nursery plants.

With the return of normal conditions and the restoration of at least a large section to European production, it is quite natural that there are those in the trade situated in the Atlantic Coast and Middle Eastern States who are anxious that the rulings of the Federal horticultural board (which has in charge the enforcement of the national quarantine laws) be so modified as to allow of the free importations of certain lines of nursery and florists' plant products now prohibited. It would seem that this demand for a conference has been sufficiently virile and broad in its scope to bring about a meeting with the Department of Agriculture (horticultural board) as already intimated, with a view to securing (1) a modification of its rulings, (2) possibly a change in the law itself, or (3) its partial repeal, any one of which would negative certain tendencies in the way of development of a domestic supply of plants heretofore imported from Europe. If any such modification or change is tolerated, its action would not only be a menace to the plant industry of the Pacific Coast, but would restrict its development to purely local demands, and thus deprive the nation of a great resource for furnishing the domestic market with nursery and flourists' plant products (aggregating millions of dollars in value) heretofore imported from Europe.

REASON FOR QUARANTINE.

In order to obtain a clear idea of the importance of the measure, it is well to bear in mind that Federal quarantine is largely the child of self-preservation; its enactment is not to be attributed to the fruit growers of the nation, nor to the grain and cotton growers, nor to the forestry interests, nor to the interest that a civilized people expresses in ornamental vegetation, but to all these elements combined. Injurious insects and plant diseases brought in on importations of soil products had caused damages so devastating as to almost stampede the rural economy of the nation. Thus the citrus canker, in efforts of eradication and losses to growers, has cost the Federal government and the several States affected not less than $13,000,000; the Mexican boll weevil of the southern cotton fields during the past five years has destroyed between $1,600,000,000 and $1,900,000,000 worth of cotton; the same is relatively true of the Hessian fly of the wheat, the San Jose scale, the gipsy and brown tail moth, the chestnut bark disease, the white pine blister rust, the corn borer, the Japanese beetle, the alfalfa weevil, besides many others that have become common, but which are nevertheless all immigrants.

California Potted Field-grown Decorative Palms.

These Kentias are in great demand in the East for conservatory, hall, living-room and porch adornment, and the Golden State has developed a great industry in producing them. The industry is now threatened by the proposal to remove the Federal plant quarantine now so effective both in protecting American agriculture from imported pests and diseases and in fostering ornamental plant production in the United States.

The Department of Agriculture estimates that the nation's rural economy suffers an annual loss of over $2,000,000,000 from the depredations of injurious insects and plant diseases, over one-half of which represents the damage of insects and diseases introduced from other lands on imported goods. It is probably safe to say that California suffers a larger annual loss from injurious plant insects and diseases than most any other single State in the Union, which fact largely explains why she is the pioneer in ways and means of combating these twin enemies of plant life and growing crops. In the light of these facts is it any wonder that Congress passed a Federal quarantine law and that the Department of Agriculture is trying to make its operation safe and protective?

HOW QUARANTINE WORKS.

Naturally the law gives the Department of Agriculture considerable latitude in the formulation of rules and regulations calculated to meet the objects for which Federal quarantine was enacted. At first it was deemed sufficient to demand inspection and certification at foreign points of shipment, the opinion prevailing that such (under recognized authority) would be safe, excepting where certain outstanding diseases or insects were known to prevail; then special quarantine orders were issued. This system, after seven years of trial, was found wholly unsafe and of questionable protective value.

In the words of the pathologist in charge of foreign plant quarantines at Washington (R. Kent Beattie) it was found that "During these seven years infested shipments, all certified as clean, were detected as follows: From Holland, 1051 infested shipments with 148 kinds of insect pests; from Belgium, 1306 infested shipments with sixty-four kinds of insect pests; from France, 347 infested shipments with eighty-nine kinds of insect pests; from England, 154 infested shipments with sixty-two kinds of insect pests; from Japan, 291 infested shipments with 108 kinds of insect pests; from Germany, twelve infested shipments with fifteen kinds of insect pests. The Gypsy and brown tail moths, for example, have been found in sixty-seven shipments of sixteen different kinds of plants."

In certain troubles, like the white pine blister rust, it also became evident that no inspection was absolute insurance against the introduction of ailments of an elusive and hidden character. For instance, the bacteria of citrus canker may be carried unseen on the surface of apparently healthy twigs, leaves and fruit; likewise it developed that disinfection in such cases was not feasible nor possible. Under these circumstances, in order to safeguard the rural industry of the country, the Department of Agriculture, through its horticultural board, concluded to wholly restrict the importation of plants into the United States, excepting only on certain conditions, all of which are under its immediate observation and control. This does not make importations impossible, but it renders them safe and devoid of risk.

Certain products to be used for manufacturing purposes and for foodstuffs are allowed importation, also certain other plant products for propagating purposes under special permit of the horticultural board. It is these restrictions that are resented by the large importing houses of the eastern seaboard, as well as their connections and affiliations in the leading middle western markets. By argument, persuasion and a united front they hope to have these restrictive measures modified, so that importations may be resumed and the quarantine reduced in scope and vitiated in force. Will they succeed? That is a question that is now agitating the commercial plant and fruit interests of California and the Pacific Coast, and more particularly that portion of them which has developed plantsmen with an ambition in this and other States, both East and West, to try to supply the domestic market with much of the stuff that heretofore found its way from abroad.

OUR GROWING INDUSTRY.

As has already been stated, the Federal quarantine was called into being purely as a protective measure, and not by any particular class or interest. Hence, in the judgment of those directly affected, it should stand and the Federal horticultural board be sustained in its rulings. Importations for specific purposes being possible under its decisions, no great hardship is inflicted on the American commercial plant industry. Naturally and inevitably, if its rulings possess permanency and stability, this country is destined to develop a plant industry of its own equal in importance to that of Europe, which has for the past 100 years been largely supplying American markets. The development of ornamental horticultural products will, of course, be general, for no one State nor no one section possesses the soil and climatic conditions for growing of all varieties. Obviously some States will be more favorably adapted to this line of production than others; and of these favorable localities the Pacific Coast States must certainly be considered, and particularly California, which already enjoys the distinction of being the largest producer of nursery products in the United States.

Considering this, it at once becomes obvious that while California plantsmen fully appreciate the protective demand that called the quarantine into action, they also have an interest in the development of an American plant industry that will grow plants for the American people. That California plantsmen will meet the situation within the range of the State's great possibilities is attested by the record California pomologists have made in supplying the American market with American fruit of nearly all kinds. In the growing of many ornamental plants, seeds and florists' supplies California is capable of duplicating her lead in the production of high quality orchard and vineyard products and she can market them in an equally attractive manner.

In the judgment of those who understand the situation, the California plant industry, under reasonable encouragement and opportunity, will within a comparatively short period of time be in a position of supplying much of the goods heretofore shipped in from other countries. Already splendid beginnings have been made, with sufficient progress to call for carload shipments, covering quite a wide range in seeking to ameliorate these conditions. To the Pacific Coast States, by reason of distance and time involved, they become an added hardship. Possibly the volume or product transported is not at present of sufficient importance to make the desired impression on the minds of hard-headed transportation chiefs. Double the volume to be transported, and possibly some of them would not only "listen in" but take favorable action. This question is as important to the commercial plantsmen in Maine as in California, to the grower in Michigan as to the producer in Louisiana and Alabama.

Now, volume of product will reduce costs in transportation and growing and overhead per unit of production, and in no way will greater production be more forcibly stimulated than by an assurance of safe and secure domestic markets. The California growers of orchard, vineyard and garden crops (by reason of large volume) often gain concessions, and the same thing can be accomplished by the plantsmen in increased volume of product, which is quite feasible if conditions warrant expansion and the investment of additional capital. The California growers are keenly alive to this fact, and hope to secure conditions that will tend to strengthen the shipments of their products to leading eastern markets and to justify the development of the industry until it, in its various ramifications, will represent an annual gross turnover of $50,000,000. One road to this goal is to strengthen home production and lessen transportation costs, not as applied to a State, but as applied to the industry as a whole.

FOREWARNED IS FOREARMED.

The just, sane and safe enforcement of Federal quarantine is a matter of concern to the corn, cotton and wheat growers; it affects the owners of orchards and vineyards; it protects in its intelligent operation the timber and lumber interests; it appeals to the preservation of native plants and trees; and is of paramount importance to the promotion and development of an American plant industry which will (if called at Washington. To insure protection the growers of garden and field crops, orchard and vineyard products, nursery plant products, seeds and florists' supplies should be strongly in evidence. Particularly does this apply to those States whose crops and products are subject to the menace of additional insect troubles and plant diseases in case the rulings of the horticultural board are modified, or the law is made the object of legislative tinkering by those interests inimical to its intelligent and protective enforcement.

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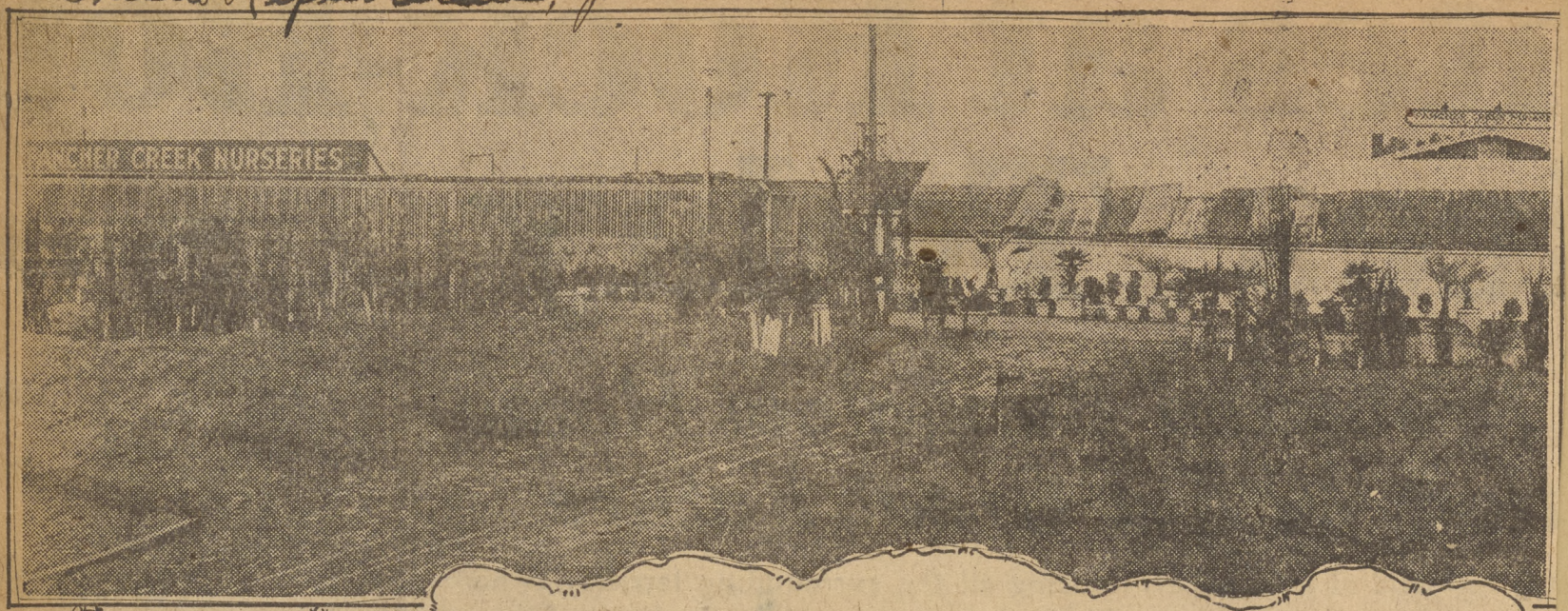
Headquarters of Fancher Creek nurseries, one of large industries of state in propogaating of fruit and vines. Upper, yards and plant of company at Belmont and Thorne avenues; insert, George C. Roeding, its founder; center, propogating plant, Belmont and Hughes; lower, office force

Fresno Republican, June 22-1922



FANCHER CREEK NURSERY LARGE INDUSTRY HERE

Has Been in Business In Fresno for 37 Years

New General Offices Established Near Roeding Park

BY ROBERT H. NICOL

One of the important industries of Fresno, and which brings many thousands of dollars to the arteries of trade in this city, as well as furnishing material for farm development all over the valley and state, and also in contiguous states, is the Fancher Creek Nurseries. This institution has been in existence thirty seven years, but less than a year ago purchased nine acres of land and constructed a plant for the conduct of the business as its headquarters and general offices on Thorne avenue, along the Southern Pacific railroad just south of Roeding park. A fine office building was erected at a cost of four thousand dollars, and other buildings, including a hot house, yards for handling ornamental shrubs, plants and garden and lawn ornaments, at an additional cost of eight thousand dollars. This expenditure, with the outlay for the acreage, made a total cost of the plant of between 15 and 20 thousand dollars.

Continued on next Page.

Propagating Plant.

Aside from the plant, which is used for general offices and headquarters for the industry, a propagation plant is maintained at Belmont and Hughes avenues, just north of Mountain View cemetery, where 120 acres are utilized for the growing of nursery stock, and where hot houses are maintained for growing the tender plants used in beautifying gardens, lawns, parks, and in landscape gardening work generally. Here both fruit and ornamental trees, vines and shrubbery are grown, as well as trees that are propagated in other branch plants, and prepared for market. Just at this time of year many men are employed in taking the trees from the trenches, also vines, and loading them on trucks and delivering them to depots for shipment to various points within and without the state, and delivered to ranchmen within a few miles radius of this city.

Large Office Crew.

At the general offices a crew of ten young women and men are employed, and during the fall and winter season are kept busy taking in, classifying and filling orders for trees and vines. Those orders are in turn sent to the propagating plant on Belmont, or to the various other branch plants, as the case may be, although the bulk of the shipping is done from the home plant. In case of citrus orders, which is a large part of the business, orders are filled from the propagating plant of the company which is located at Lemon Cove, and which is in the heart of the citrus district, but orders for peach, prune, pear, plum, apricots, and the various varieties of grapes are supplied from Fresno. The business during the present season has been late, and much larger in volume than in other recent years, due largely to good prospects and promise of returns, and the reduction in the East of stock.

History of Institution.

The Fancher Creek Nurseries are now in their thirty seventh year of existence. They were established and have been conducted during all these years by George C. Roeding, who is the present president of the company. The business has been carried on by him and his associates all these years with the central idea of making the business more of a beneficial thing to horticulture than a money making proposition to himself. Through his personal efforts and experiments the fig industry has become an actual reality in California. It was through his actual efforts that the Smyrna fig has been made a profitable and successful plant in California. For a number of years trees had grown here but had never been profitable, for lack of insects for pollination. In 1901 he was commissioned by the United States government to go to Asia Minor to thoroughly investigate the fig industry there. After much difficulty he succeeded in obtaining the blastophaga grossorum, or little fig wasp, and its host plant, the wild or capri fig, which is used to carry the pollen to the Smyrna fig and perfecting the fruit. This is destined to make California the sole source of the Smyrna fig supply in this country, a consummation which is daily developing an expanding.

Grape Resistent Vines.

Another feature of the enterprise of this institution was the introduction, propagation and dissemination of phyloxera resistant grape vines, obtained from the breeding grounds of large European vineyardists. The ultimate success of the vineyards of the country depend upon resistant varieties, and considerable attention is now being devoted to growing these varieties.

It also seems to have been Mr. Roeding's idea throughout the years he has been active in the nursery business to make all of his efforts to redound to the public good, as has been often manifeest in the expensive experiments and liberal expenditure of money and labor to demonstrate and prove ideas that were not alone beneficial to himself and his organization, but to all growers and fruitmen as well.

Grow All Varieties.

The Fancher Creek nurseries are growing all of the leading proved fruit and ornamental varieties, comprising a list which will probably exceed two thousand. The plant itself is superintended by men who possess years of actual experience, gained under the direct guidance and observation of its president, Mr. Roeding. The management of the entire business is in charge of E. W. Horton, a nurseryman of many years of experience, and an authority on fruits and how to plant them.

The main features that have entered into the propagation of its stock, particularly along the fruit lines, it is understood, has been a careful consideration of root stock, and for more than twenty years the institution has been carefully recording orchards in order that they might secure the proper propagating wood, such as buds and scions, from worthy parentage, to insure the planter of ultimate success in his plantings.

About one year ago the company erected a new general office building at Thorne and Belmont avenues, removing from the old Holland building location. The propagating plant located at Belmont and Hughes avenues has been in operation there for fifteen years.

Raise Trees in County.

Most of the deciduous fruit trees sold by this company are raised in Fresno county, making this peculiarly a home institution. These trees and vines are produced largely on their nursery of several hundred acres near Bowles, some fifteen miles south of the city. Here many acres are devoted to the growing of nursery stock. Also ornamental stock such as can be propagated successfully in the interior valley, is also grown around Fresno. Other ornamental stock, which seems to thrive better in humid climates, is grown near the bay.

Lemon Cove Plant.

The company has found it necessary to avoid all danger of injury by frost or cold weather to insure stock which is to be grown in less protected sections, to grow such stock, including citrus trees, figs, and the like, in the warm thermal sections which are free from frost. These are located at Lemon Cove and Orange Cove.

Including the sales force, office force, men employed in the nurseries and propagating plants, three are several hundred men who are connected with this institution, and who are paid sums which total a large pay roll during each year, most of which goes into the avenues of trade in Fresno. Also there is a large retail force which covers all of California and adjacent states.

The business for the past year has shown a healthy increase. But while the nursery business is not thought of ordinarily in the same light as other business institutions and enterprises, the Fancher Creek Nurseries is one of the largest business institutions in annual volume now carried on in this city, and has had more to do with the development of the agricultural sections surrounding this city and in the valley and state than anyone would ordinarily believe.

NURSERIES TO ENLARGE PLANT

Addition To Cost $6000 Planned

The Fancher Cheek Nurseries will begin this morning the work of constructing three building additions to their plant on Thorne avenue, north of Belmont, extending to Thomas avenue, to cost six thousand dollars. The larger of the buildings will be a lath house, to accommodate ornamental plants, shrubbery and trees, which will be 150 by 250 in dimensions, and will be covered with some sort of thatch roofing to protect the stock from the elements. The second will be a greenhouse 18 by 50 feet, and the third a potting house 20 by 50 feet.

Plans were drawn by Hiram P. Hoyt of San Francisco, who will superintend the construction work, which is to be completed by January 1.

It is the plan of the nurseries to encourage and promote the planting of ornamental shrubs and trees around the farm houses and to further plans for beautifying rural school grounds.

COUNTY PARKS FOR USEFUL TREES IS ROEDING'S PLAN

A movement for the establishment of county parks in which will be planted so-called ornamental trees which also are of a useful type and may become in succeeding years highly beneficial in industry, has been started by George C. Roeding of Fresno, President of the California Agricultural Society.

Roeding already has got the movement well started in Fresno County, where it is expected the first county park will be established.

It is pointed out that there are a large number of trees which ordinarily are regarded as purely ornamental, but which, in truth, are of vast importance for commercial purposes. These trees could be planted in the county reservations or parks, and used for many years for park purposes. Some day they would be needed.

Of this type of tree is the cork oak, a native of Algeria. It is a beautiful tree, but at the same time is the basis of an industry in Algeria amounting to $6,000,000 to $10,000,000 annually. From this tree is obtained the cork dust in which the Algeria grapes of Spain are shipped to market in this country.

Then there is the Valoria oak of Smyrna, from which tannic acid is obtained. The cups from this oak tree sell at $50 a ton and, after it reaches a certain age, slabs of bark are cut from it to be used for tanning purposes. Cuts are made in such a fashion that no permanent damage is done to the tree.

Both of these trees are of such a character that they will thrive in California. There are many others of useful type which might be planted in the county preserves.

Sac. Bee
Jan 25 1919

ROEDING'S FRUIT GROWERS' GUIDE.

George C. Roeding of Fresno, the well-known fruit growers and nurseryman, has just published his Fruit Growers' Guide—a book of 100 pages. It is elegantly printed and teaches largely by sight, because about half its space is filled with beautiful engravings illustrating all California fruits and the handling of them in commercial production and preparation for the market. Mr. Roeding has had wider personal experience in doing the things he describedes than have any other of our fruit-book makers, and he has seen more of the experience of others than practical fruit growers usually compass. In this way he becomes a qualified teacher of most concrete things and presents his lessons through most direct pictorial demonstrations with text enough to point out the features which he considers essential to attaining the best results. The publication can be had from the Fancher Creek Nurseries, Fresno, at $1 per copy.

Rural Press
May 23/1919

Fresno C. Abstracts Cal.

ROEDING WILL TOUR EUROPE

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July 21-1922.

George C. Roeding called at the city hall on Wednesday and informed Mayor Truman G. Hart he would shortly tender his resignation as chairman of the park commission, effective on or about September 1.

Roeding, who has served long in advancing the cause of public playgrounds, expects to leave with his family early in September for a tour of Europe, being gone a year or more. The Roeding's trip will combine pleasure and business.

Oone of the chief objectives of Roeding will be Spain, where he will remain for some time investigating the grape and olive industries, as well as other agricultural activities which may effect his interests in the San Joaquin valley.

He told the mayor that he had no set itinerary or schedlue for his trip, that he may be gone considerably more than a year, and expected to visit, among other countries, England, France, Spain, Algiers, Asia Minor and the Holy Land

If conditions there are settled sufficiently by the time of his arrival in that section of Europe Roeding expects also to tour southern Russia, and possibly Germany

He is stopping at the Hotel Fresno and is devoting his time to going over business matters and papers so that business will indure itself to the minimum in his wandering over three continents, Europe, Asia and Africa.

CITY MAY LOSE ROEDING OFFER FOR BIG POOL

Fresno Republican

July 22, 1922.

Municipal Plunge Plan Held Up Despite $5000 Gift

Improvement Of New Park Track Now Abandoned

The project for the construction of a public swimming pool in Roeding park, which has won city hall honors for frequency of discussion, came to the fore again yesterday when the park commission by formal motion declared that unless the amended plans are completed by August 15 the donation of George C. Roeding of five thousand dollars would be returned to him.

Members of the commission expressed the opinion that the project had been "footballed around the city hall for several months" and stated their threat to virtually kill it was intended to stimulate action on the part of the city commissioners.

"When the finance commissioner informs me that the city has money sufficient to carry out this project in accordance with the recommendation of the state board of health and the plans of Mr. Roeding, which was one of the conditions of his handsome proffer, I am ready to start on the moment," said Works Commissioner William Stranahan.

"But it will take money. The estimates furnished me show that aside from the Roeding gift the city will need in excess of 25 thousand dollars to carry the project through. Unless I have the assurance of the finance commissioner that we have at least that amount of money for the purpose I do not want to start it.

FINANCES LOW

"To begin work and then suddenly discover there are not funds sufficient to complete it creditably would be wore than no start at all. I cannot see where we have that much money because the finance commissioner has been worried about the dangers of transferring an additional 40 thousand dollars from unapportioned funds to keep the tax rate down this year. In fact our finances were reputed to be so bad that the item for development of the 40 acre addition to Roeding park was stricken out of the budget."

On Thursday the city commission adopted a motion calling on the works and finance commissioners to present a report next week on the stateus of the swimming pool. The proposal was approved originally some months ago.

The park commission met yesterday on call of the mayor and took up other important matters, some of which have been hanging fire for some time. Those in attendance were Commissioners Roeding and Harkness, Mayor Truman Hart and Commissioner Stranahan.

Early development of the city's park system with the acquisition of at least two more large tracts as a playground for the public war urged by Commissioner Roeding, who suggested the eastern and southwestern parts of the city should be given the new parks.

"We should have two more parks at least," said Roeding, "even though the bonded indebtedness be created to acquire them. The influence they would have on the daily lives of our people, on public comfort and convenience, would be indescribable, and Fresno with its natural advantages in the way of climate and water could be made a paradise."

UNFAIR, SAYS ROEDING

Plans for improvements and extensions in the camp ground section at Roeding park, providing for increased facilities and installation of gas for cookng, wash rooms and shower baths, were tentatively approved. The work is to be done under the supervision of the city engineer and a schedule of rates to be charged is to be prepared.

The board then took under consideration the question of the planting and care of trees, with particular reference to city planning and the approval of new subdivisions. Growing out of this discussion came a request to the city attorney to draft an ordinance creating the position of tree warden, to work under the supervision of the park department. The ordinance is to go to the commission with the recommendation of the board.

Expressing surprise that the money for the piping of the recently purchased addition to Roeding park, estimated at 10 thousand dollars, had been eliminated from the budget, Commissioner Roeding declared his belief that the city government was "not treating the people of Fresno right in letting a 60 thousand dollar tract of land stand idle when it could be made to bring in large returns to the public."

STATE FAIR HAS EARNED PLACE ON ITS MERITS

George C. Roeding Says It Has Won an Enviable Reputation as an Educational Institution of California

By GEORGE C. ROEDING,
Ex-President State Agricultural Society.

Nothing gives stronger evidence of progress in California's rural industries nor more forcibly reveals the trend of our intellectual and industrial life and activities than the Sixty-eighth Annual California State Fair, which was auspiciously opened ths morning.

In scope and wide interest it certainy presents some features that are pivotal in their nature, and others in the way of improvements that show a development and an appreciation of what an institutional affair like the present really reveals.

Not Merely a Display.

Many people are of the opinion that an exposition is merely a display of farm and orchard products, implements and appliances typifying the progress made, resources enjoyed and advantages offered of the certain geographical area in which the soil products and educational advantages take their origin. This is the narrow and more or less mercenary view; in a much broader sense a well conducted State exposition is an educational institution, informative on every branch of an enlightened agricultural and horticultural practice, on the advances and improvements made in the arts and manufactures, and on the educational and intellectual life of the inhabitants of the State.

Only in so far as it measures up to these standards, and in proportion as it accomplishes these results, is it deserving of support and competent to command the widest educational value and become a self-supporting enterprise.

Fair Has Enviable Reputation.

Measured by these standards of values, the California State Fair has, during the past decade, not only earned an enviable reputation among the people of the State, but has become the center for the display of all that is best in the onward trend of California's rural economy, thereby attracting more people with the years. Indeed, it has thrown off its swaddling clothes and blossomed out full panoplied as an object lesson of California's basic industries—has become recognized from the pine clad hills of Del Norte to the sunkist mesas of San Diego as an institution in a California civilization.

Educational Features.

To my mind the most pronounced feature of the exposition is the community spirit it has awakened during the past four or five years. Most of us can remember when collective county exhibits were indeed rare; now they are the most conspicuous object in the exhibits of soil products.

The present exposition has in the horticultural building no less than thirty-seven county exhibits, many of which are superb and unique in character. County exhibits are the spokes of the State Exposition wheel, which complete the picture and make it in fact as well as in name a State institution.

This leads me to suggest that every effort to continue the work now so well started and under way, so that eventually this great exposition held in Sacramento will give a place to every county in the State.

Interest in Livestock.

Another pronounced feature is the increased interest that has been awakened of late years in fine strains of pure-blooded livestock, to which Caliofrnia conditions of climate admirably adapt themselves.

Possibly no other State in the Union has made greater progress during the past two decades. In beef and dairy cattle, in driving and draft horses, in sheep and swine, the California grown animal is indeed a splendid specimen, answering to every special requirement for which each individual breed is recognized. The poultry show is also a complete exhibition of the egg and meat breeds of our domesticated fowls.

That California orcharding and general farming possibly has shown a greater advance in the development and usage of modern farm machinery than any other State, is forcibly demonstrated in the large and varied display of motor power plows, cultivators, harrows, seeders, harvesters, orchard trucks and other similar appliances. No person growing orchard and vineyard, garden and field crops can afford missing the machinery department of the exposition.

As a purely educational feature the fine exhibit of the California Department of Agriculture is indeed a credit to the State government, showing research work of great value to the development, promotion and protection of California rural industry. In this connection a word of appreciation is due to Director George H. Hecke and his corps of able assistants for the great educational work they are accomplishing.

School Exhibit Fine.

Along this same line recognition should also be made for the educational exhibits by the State University and our public schools, unquestionably the finest and most instructive that has ever been staged in this State. Every father and mother charged with the responsibility of educating children can afford to spend at least a few hours in consulting the splendid object lessons here shown to equip the rising generation for the responsibilities of life.

An exhibit that makes a strong appeal to the disciples of dear old Izaak Walton, and to all lovers of the outdoor life, is the beautiful effort made by the State Fish and Game Commission, showing a natural background for the display of living specimens of fish in handsome glass aquariums supplied with running water and a natural environment. To Frank M. Newbert, President of the commission, is certainly due a word of appreciation for this splendid exhibit.

Improvement Features.

The new pavilion to accommodate the horse show is indeed happy in design and adapted to the service for which it was constructed. Our horse loving friends are to be congratulated for this improvement.

Possibly a word of commendation is due to my associates on the Board of Directors of the State Agricultural Society, all of whom have given of their time and labor without any compensation whatever. The agricultural interests of the State are certainly under obligations to these men. The initiative and executive ability of President Jastro, Secretary Charles W. Paine, I. L. Borden, Ralph W. Bull, E. J. Delorey, T. H. Dudley, E. Franklin, Fred H. Harvey, E. F. Mitchell, John M. Perry, George W. Pierce and T. H. Ramsey, all of whom have worked with faith, energy and courage, have made the present one of the best and most complete expositions of the sixty-seven that have preceded it; complete in its several departments and possessing a quality that gives it rank as one of the most complete expositions of soil products in the West. To prove this only requires a careful inspection, which I hope every reader of The Bee will certainly do before its doors are closed.

GROW APRICOTS

Growers of apricots have three distinct ways in which the crop may be marketed. The fruit ripens at a time when there is little competition with other fruits on the fresh fruit market. Disposed of in this way they are very profitable and always bring excellent returns. Four-fifths of the apricot crop is either canned or dried and shipped to all parts of America and Europe.

The bureau of commerce notes in part the following from Bristol, England: "California canned and evaporated fruits, particularly apricots, are very popular, and now that the direct steamship lines between Bristol and the Pacific coast ports by way of the Panama canal are being restored to their prewar basis, this trade will increase enormously. All the countries of Europe are now asking for California apricots, and there is every reason to believe that the demand will far exceed the supply."

The most popular varieties of apricots are Royal and Blenheim. These are adapted to nearly all sections.—George Roeding.

BEST PEACHES

Just at this time when the whole world is looking to this country for its supply of food, every consideration should be paid to its production. The consequent demand, coupled with the efforts of the California Peach Growers Association, has established a steady and permanent market.

California produces almost the entire supply of dried peaches, for no other State is so naturally adapted to the perfect development of the industry. Varieties for drying are Muir, Lovell and Elberta.

For years California canned peaches have led in the markets of the world. Canners demand such varieties as Lovell and Muir freestones, and Libbee, Peaks, Tuscan and Phillips cling.

Excellent returns have been realized and may be expected in the future for all good freestone shipping peaches, such as Elberta, Muir, Admiral Dewey, Lovell, Salway and others.—George Roeding.

Rural Board
Feb. 8, 1919

EDITORIAL

Pac. Rural Press, Aug 8/1922

NOW FOR THE STATE FAIR!

THIS edition of the Pacific Rural Press is dedicated to the welfare of the California State Board of Agriculture and to the success of the State Fair of 1920, which will be at the service of the public on the Fair Grounds at Sacramento from September 4 to 12. We made the claim last year, and no one has disputed it, that the greatest exhibit at the State Fair is a man—a representative Californian; therefore, we urge all our readers to go to the fair this year to see each other. Last year we put it a little more narrowly and gave a fine portrait of the president of the State Board, George C. Roeding, just to show our readers what to look for to be sure that they know a representative Californian when they see one. This year we feel that they have the type in mind, so we give no picture, but exhort them to go to the fair and look each other over—but if any one should get confused in the multitude, and not be able to see the men because of the people, all he has to do is to take a look at Mr. Roeding, who will be on the grounds day and night through the whole of the fair, and start in again. For we are still sure that the greatest exhibit at the fair is and always will be a man—unless such exhibit be a woman. But we dare not give any advice about picking out women. We are not sure that we ever did that right but once—though we have showered our affections on many men who have made good.

We exalt a man as the greatest thing at the fair because man made the fair for the benefit of mankind and the time has come in the history of California when a man who makes a fair has a right to be proud of his work, for fairs of the present era are good. There was a time when, owing to the supremacy of gambling and dissipation in all their forms, our fairs were good for nothing and bad for everything. Then it was that California farmers largely repudiated them as representative of our agriculture, because they were simply high carnivals of vice and shame. During the last decade and more, they have been improving, and during the last few years they have attained a very high standard as expositions of agricultural achievement in all practical lines, and thus have become leading factors in our agricultural education and progress. The fairs are really the greatest occasions we have for instruction as to what is the best in practical achievement; for incentive to do the best; for suggestion as to how to enjoy the best, and for examples of how best to behave in our business and social relations with each other. The fairs, when well planned and conducted, are therefore most potent influences toward the industrial and social advancement of the State, and they teach their lessons when mankind is in a most impressionable mood—that is the recreational. The farther we advance in institutional resources, for education, for research, for high executive standards, etc., in our agricultural progress, the more we need commendable expositions to distribute the wealth of them among all the people.

This year's fair will show that the State Board of Agriculture has been planning for and building for greater facilities, more creditable and permanent in character than California has ever attained before, to the end that the State Fairs shall be more representative of our incomparable farming industry and more contributive to the future of such a calling in the grandest country on earth for its fullest development. It is the privilege of all, and it is the duty of all who can, to attend the State Fair and do all that they can for the fullest success of it, not only as a present agency for instruction, incitement and joy, but for the promotion of it so that it shall become an exposition worthy of California, in the greatness of which we are in the dawning.

EXHIBITORS DISCUSS FAIR'S BETTERMENT

9/2/22

Association Elects George T. McCabe of Stanislaus County President

Various matters connected with the Fair and conditions under which the competitions are held were discussed yesterday at a meeting of the State Exhibitors' Association in the Directors' Room at the State Fair. Members of the Board of Directors of the State Agricultural Society were present and joined in the discussion of various matters presented.

McCabe Is President.

George T. McCabe, of Stanislaus County, winner of the Governor's Cup, was elected President for next year; F. A. Little of Riverside County was chosen Vice President, and Harry R. Barden of Calaveras was elected Secretary.

It was agreed that more judges should be provided next year in order that the awards may be made earlier in the week, and that some special prize should be awarded for the best feature exhibit installed by more than one county similar to the orange packing shown by Riverside, San Bernardino and Orange Counties this year.

Some of the exhibitors requested more definite rules regarding the awarding of the Governor's Cup and other trophies and an advance copy of the score cards to be used by the judges.

Praised for Educational Worth.

George C. Roeding, State Fair Director, expressed the hope that the time will come when the exhibits will be from districts rather than from individual counties and praised the Fair as a great educational institution that is helping to develop California boys and girls to a better appreciation of the opportunities of living on the land and developing the State's agricultural resources.

Director John M. Perry, upon behalf of the State Fair Directors, invited a frank discussion of all complaints.

Other speakers were George P. Weldon, J. J. Fox, and R. E. Hodges judges, who urged more care in the packing of fruit in order that it will comply with the State laws on standardization and be eligible in the competition.

EXHIBIT HEADS GIVEN PRAISE

9/2/22

Patterson Gives Stand On Fair Award

People returning to Fresno yesterday from Sacramento complicated the Fresno County Chamber of Commerce on the beauty and excellence of its exhibit at the California State fair, praising Exhibit Director Peter M. Rasmussen for its installation.

Rasmussen, who lost his automobile in Sacramento on Monday, recovered the stolen machine at Oakland yesterday.

Manager H. E. Patterson of the Fresno County Chamber of Commerce announced that his previous statement appearing in Friday morning's issue of The Republican did not in all respects correctly indicate his attitude relative to the awarding of the governor's cup to Stanislaus county. His statement follows:

"The statement attributed to me in an interview yesterday on the prize awards at the state fair does not in all respects correctly indicate my attitude. I was dissatisfied with the method very evidently pursued in making the awards, and as I had an impression from Mr. Roeding that a policy was considered of giving prizes on a basis of encouraging exhibits rather than of absolute merit, and had this impression confirmed by reports of remarks made by Mr. Roeding to others, I expressed this dissatisfaction.

"Of course the matter of exhibiting at Sacramento or elsewhere is not within my jurisdiction, but is to be determined by the members of the board of supervisors and of the board of directors of the Fresno County Chamber of Commerce. I feel, however, as manager of the chamber of commerce, that the question of the relationship of the chamber to the state fair should be carefully gone into, as well as the possibilities of Eastern exhibits."

PRODUCT OF ORCHARDS IN ALAMEDA, CONTRA COSTA INSPIRES EXPERT PRAISE

379 9/2/22

By FRANK B. ANDERSON
Staff Correspondent of The Call.

STATE FAIR GROUNDS, Sacramento, Sept. 4.—John Rock was an early day Californian about whom not many people knew. He came here in the '60s, looked around the state and settled at Niles in Alameda County, finding there the right kind of climate and soil for a nursery in which to propagate fruit trees.

John Rock had a vision, but when he died his nursery business lay dormant for years until George C. Roeding came along and, like Rock, decided that Alameda County was an ideal place to propagate fruit trees and conduct an experimental orchard work.

Results of Roeding's work in this direction are to be seen everywhere in the big agricultural pavilion at the State Fair today.

Alameda County, because of its being the location of this nursery, on which the behavior of a thousand varieties of fruit trees is being observed, takes particular pride in its distinction of possessing an orchard from which much of the parent stock of California's great fruit industry has sprung.

TRAIN EXHIBIT

The casual observer entering the attractive Alameda County exhibit is first drawn to the skyline of the eastbay cities, a pond of water to visualize the eastern shore of San Francisco Bay, where rail and water meet, with a moving miniature train traveling on an endless chain, its ocean liner at the dock and moving vessels of various types.

Edwin Stearns, the veteran Alameda County booster, tells about the industrial and commercial possibilities of the eastbay region, but there is nothing in his exhibit of which he is more proud than the displays of fruit, some of them being new creations that come from the orchard out at Niles, which John Rock founded about the close of the Civil War.

"We have varieties of apples and pears here that have never been shown anywhere before," said Stearns, leading to trays on which luscious fruit was piled for the observation of the judges.

Just then Roeding, who is a state fair director as well as one of the leading nurserymen of the state, dropped in to tell a group of orchardists about the work of propagating these new varieties and the experimental work that requires years of observation before a new fruit is raised for a commercial crop. Roeding has traveled the world over, time and again, always bringing home new fruit stock from foreign lands on which to experiment and in this way has added materially to the horticultural wealth of California.

CREDIT PLACED

"Due to having this experimental orchard founded by John Rock we are able to observe the behavior of the varieties and eliminate those that do not measure up to the requirements of the fruit growers," remarked Roeding, who related his world wide quest of new orchard products adaptable to California and how, by careful selection, varieties have been developed that return double the crop to the grower that the ordinary trees yielded.

Roeding, who first established the fig commercially in California, is working on a new variety of Bartlett pear, which will reach the Eastern markets three weeks earlier than the variety now grown.

LIVERMORE WEALTH

The Castro and Livermore valleys, with a poultry production last year of over $8,500,000, are rivaling Petaluma. Contra Costa, showing for the first time in some years at the State Fair, while not competing for honors on its fruit displays, has an exhibit which has the distinction of being the most diversified in the state so far as combined industry and agricultural activities are concerned.

The booth itself is the product of the largest redwood mill in the world, located at Pittsburg, and samples of products from the great oil and sugar refineries on its bay shore, of its powder and chemical works and its hundreds of industrial plants, together with selections from the vineyards and orchards, demonstrate the kind of products that made Contra Costa the county of the greatest per capital wealth in the world.

George Upham, who is in charge of the exhibit installed by the Contra Costa supervisors, with the assistance of Mrs. N. F. Sandersor and Mrs. Alice G. Whitbeck, the latter county librarian, are letting everybody who passes their exhibit know all about the wonderful opportunities of their section.

MINIATURE FARM

A miniature farm in the exhibit is typical of what Contra Costa is doing in producing its share of the agricultural wealth of the state.

Solano County's rainbow arrests attention to a display of samples denoting productive wealth that, with the greater settlement of this fertile county, many more millions will be added to California's crop returns.

W. R. Butler, an agricultural authority and writer, tells the visitor to the fair of his county's early ripening fruits, its great dairies close to the fresh milk market of the bay cities; the herds of sheep and cattle; its fields of heavy producing grains; the great vineyards and opportunities hold for the prospective settler.

San Francisco is a large beneficiary of this newly created business and with the national advertising campaign to be inaugurated by the $400,000 California Publicity Fund the communities showing here today will be ready to make the newcomer from over the Rockies feel that there is no place that offers greater development opportunities than the counties whose products are displayed at this fair.

PREPARATIONS BEING MADE FOR THE STATE FAIR OF 1919

54

Oakland Tribune July 6-1919

Photograph of the new Agricultural Pavilion that has been erected for the State Fair at Sacramento, and a photograph of GEORGE C. ROEDING, president of the California Nursery Company at Niles, who is also president of the State Agricultural Society in charge of the fair.

Alameda County has a direct interest in the new Agricultural Pavilion that has been built for the State Fair at Sacramento, and that interest is the exhibit that Alameda County always makes at the big, annual show at the capital. Two years ago the Agricultural Pavilion was destroyed by fire and with it went the bulk of the Alameda county exhibit. The Agricultural Pavilion has now been replaced, and the TRIBUNE today runs the first picture of the new building, showing the fine architectural lines and character of the structure.

The new pavcilion is more than 200 feet wide by almost 500 feet long, being much larger than a regular city block of Oakland. This time the building is fireproof, with steel frame and concrete finish. It is in no sense a reinforced concrete buiding, but full steel construction, concrete foundations and floor, steel pillars and trusses and tile roof with a height to the roof of 66 feet and to the top of the dome, shown in the picture, of 120 feet. This dome is 57 feet in diameter. There will be 37,000 square feet of exhibit space on the main foor and 18,000 feet on the second floor. This second floor consists of a balcony running around the entire building, 26 feet wide and connected by two bridges each 10 feet wide, which makes a very excellent interior arrangement, making the balcony useful, when it is nearly always lost space in an exhibit building.

SOCIAL FEATURES.

The officers of the State Agricultural Society are on the main floor with a ball room on the second floor for the local activities that accompany the state fair. The main floor is to be devoted to the county dispays and the balcony to manufactured exhibits.

The cost of the building was $350,000.

Alameda county has a double interest in the State Fair and the State Argicultural Society because George C. Roeding, President of the California Nursery at Niles, is now the President of the State Agricultural Society. Mr. Roeding, who is one of the foremost nurserymen in the state and has a national reputation among horticulturists, is personally making the arrangements for the State Fair of 1919, which is to be held this year from August 30th to September 9th. So Aameda county has a man at the very head of the State Agricultural Society who is vitally interested in the affairs of this county.

"The State Fair of 1919 should be the greatest that was ever held in California," said Mr. Roeding upon a visit to Oakland last week, "and the State Agricultural Society is determined to do everything in its power to make it so. But it depends upon more than the directors of that organization. It depends upon the peope of the state at large and upon every county of the state. The directors have done everything in their power to secure funds for a successful exhibit, and to put the plant at the State Fair grounds in proper shape, but the directors can not make the exhibits. The producers of the state must do that.

CALIFORNIA AN EMPIRE.

"California is an empire in itself. What it can do has been shown during the war period. There is no other state in the whole union like it. We have successfully aided in the efforts of this country to feed an impoverished and starving world, and we can point with pride to our record. What we want to do now is to make a post-war exhibit at the 1919 State Fair such as has never been made before.

"We have brought the State Fair up to a high standard and the people must help us keep it there. I trust that Alameda county will make its usual active part in the coming exhibit. I am interested in Alameda county to the extent of a large investment and I want Alameda county to take its proper place in the coming exhibit."

ROEDING'S FRUIT GROWERS' GUIDE

"Roeding's Fruit Growers' Guide" by George C. Roeding, Fresno. $1.00.

"Fruit growing is a business pure and simple. It had a very important bearing on our winning the war. The purchases of dried fruits in California alone, exclusive of canned goods for the men who were at the front, aggregated $25,000,000 of the crop of 1918. Vegetables, canned and dried, formed another very important adjunct in the diet of our men, and the purchases ran up to millions of dollars. Intensity in farming operations is being encouraged now more than ever before. A man who planted fruit trees and intercropped with vegetables during the period of the war certainly fulfilled his obligation to the government. He not only provided for the future when he planted his orchard, and increased the value of his land, but in addition to this he was encouraged to go to the expense of installing a pumping plant for developing water, building ditches and, where necessary, cement pipe lines, with much more care and thoroughness than he would have done were he devoting his attention merely to the raising of vegetables alone. It is becoming more and more apparent in these days that a fruit grower should specialize. This does not means that a man living on a farm should not have a small orchard, berries, vegetables, alfalfa, a cow, poultry and hogs. It is being demonstrated, however, that with our diversified climates and soils certain localities are better adapted to one variety of fruit than another. This point should never be lost sight of. There is far too great a tendency on the part of many people to plant the fruit which has been bringing the highest prices for several seasons, utterly disregarding the fact that both soil and climate may not be conducive to make the venture a success."

The above is the first paragraph of a book which is a valuable addition to every fruit grower's library. It's a discussion, or rather a very complete and practical statement such as should be made in the text of a fruit growers' guide.

After the statement as to beginnings, or as to the necessity for the fruit grower putting on his thinking cap, the book proceeds with preparation of soil, selection of stock, time of planting, treatment of trees when received, how to plant, discussion of planting methods, with number of trees per acre, etc., short discussion of planting; after this general discussion of planting and pruning of orchards and vineyards, then special treatment for apples, pears, cherries, plums and prunes, apricots; practically every fruit grown in California is taken up with short pungent suggestions of various steps in orchard making and orchard care and harvesting.

No table of contents is given but an excellent index aids one in turning quickly to a desired topic.

While the book contains only about 100 pages it has been given Roeding's direct punch, and in addition scores of illustrations teach faster than words the how of doing things. We have been able to find more direct and definite answers to California cultural questions than in any book yet issued.

There are some points on which without question some growers might disagree with Mr. Roeding, but the wise man who is able to write books acceptable to all growers has not yet risen. For instance, in the matter of pruning walnuts Mr. Roeding says: "Even if the trees are ten feet high (this in planting from nursery row) they should be cut back to three and a half feet from the ground after being set." We think perhaps Mr. Neff might take exception to some of the pruning hints, as perhaps some other walnut growers might do, but even here Mr. Roeding is able to fight his own battles.

Cal. Cultivator
May 1919

PRODUCT OF ORCHARDS IN ALAMEDA, CONTRA COSTA INSPIRES EXPERT PRAISE

S.F. Call Sept 4-1922

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Staff Correspondent of The Call.

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GOVERNOR CUP AT FAIR GIVEN TO STANISLAUS

9/7/22

Kings County Second With Fresno Taking Third Place

Valley Makes Sweep In Prizes Offered At Sacramento

Stanislaus county, scoring 96 points out of a possible 100, won the governor's cup at the California State Fair yesterday for the largest, best and most complete exhibition of products of any of the 40 counties competing. Kinugs county was second and Fresno county, third.

Although Fresno county won first prize in agricultural and horticultural products and won sweepstakes in practically every product exhibited by any county at the fair, with one exception, judges decreed that the installation, artistic arrangement and feature of the display did not equal or surpass either Stanislaus or Kings county.

The judging marked a complete victory for the San Joaquin valley with the first three winning counties all located within the Inland Empire. It marked the first victory of Stanislaus county in many years and the first defeat of Fresno county in three years.

WINS ON QUALITY

Although losing out in competition for installation, artistic arrangement and features of the booth, Fresno county won all honors as far as the quality of products exhibited at the fair were concerned and won sweepstakes in the general county exhibit of horticultural products for the best, largest, most varied and artistically arranged exhibit in the department.

Sweepstakes awards were won by Fresno for exhibits of apples, pears, peaches, grapes, apricots, nectarines, figs, oranges, lemons, all citrus fruits, berries, nuts, dried fruits, raisins, olives, canned and preserved fruits and vegetable oils

By reason of victory, Stanislaus county becomes the first possessor of the Governor's cup which was given this year to take the place of cash prizes formerly given. Funds formerly used for this are distributed in sweepstakes awards.

George T. McCabe, secretary of the Stanislaus county board of trade, installed the prize winning exhibit and was made custodian of the cup when Governor William D. Stephens presented it yesterday.

RECEIVES INQUIRIES

McCabe stated last evening that he was receiving a great number of inquiries regarding the resources of Stanislaus county from visitors from all sections of the United States and that the booth was attracting attention from visitors.

Disappointment was expressed by Manager H. E. Patterson of the Fresno County Chamber of Commerce with the decision of the judges. Charges of discrimination together with an announcement that no further exhibits would be placed at the California State fair were made by him.

According to Patterson, George C. Roeding, member of the state board of agriculture and one of the directors of the fair said on numerous occasions previous to the judging of the county exhibits, that Fresno county would not be given the sup no matter how much it merited it, inasmuch as the fair directors had decided to distribute the awards. Fresno county, by winning twice, had no right to it this year Roeding said, according to Patterson.

CONCEDED FIRST PRIZE

The local fair manager claimed that many at the fair conceded Fresno county first prize, admitting that Exhibit Director Peter M. Rasmussen had gotten together by far the most beautiful exhibit and the best variety and quality of fruits in the building.

Patterson contends that McCabe, winning exhibitor, conceded first prize to him as did other victors. He states that there was but one booth that was 50 per cent as pretty as the Fresno display and that was Los Angeles'. Stanislaus county's booth resembled a vegetable and fruit stand in comparison to Fresno county's display, he said.

"However, Fresno county will be a good loser and congratulates Stanislaus county for, retaining the championship for the San Joaquin valley another year," Patterson stated.

COMPETITION CLOSE

"We had close competition as far as the quality of fruit was concerned and if we had been whipped on that point, I would not have cared," Patterson stated. "When we are told that Stanislaus county had a prettier booth than ours and that one point alone was considered in judging, no reference being made to quality of products displayed, then I see that Mr. Roeding made good his threat," Patterson said.

"Personally, I consider the matter an insult to the intelligence of every Fresnan. Even the judges themselves told me last Monday in confidence that Fresno county's exhibit was by far the best, in every detail. When it comes to an artistic exhibit, eight counties of the state had prettier displays," Patterson said.

"As a result, I intend to instruct Mr. Rasmussen who efforts are to be commended, to prepare exhibits for six or seven state fairs in the East next year. As far as the California State fair is concerned, we are through," he said.

Fresno Herald Sept 8/1922

Fresno-co. Exhibit

KEENLY disappointed because Fresno-co. was not awarded the first prize, or Governor's Cup, at the state fair, Manager H. E. Patterson of the Fresno County Chamber of Commerce makes the accusation that there was discrimination—that it was ordained in advance that Fresno-co. should not receive this prize, no matter how deserved it might be.

If this be true, let there be a formal protest. If, as has been declared, George C. Roeding, a member of state board of agriculture and one of the directors of the state fair, had previously declared that Fresno-co. would not be given first prize, because of having twice won it and because of a decision of the fair directors to distribute the prize, then let us bring about an inquiry, through protest, and learn whether, in future, the prize is to be awarded on a competitive basis or doled out in rotation regardless of the merits of competing exhibits.

If the latter system is followed it will, we believe, do more than anything else to deteriorate the state fair by reducing the number and quality of exhibits. Counties exhibiting will not make the effort and stand the expense of preparing the very best best displays possible if they know in advance that it is not their privilege to compete for the big prize.

On the other hand, we should not go so far as to say that Fresno or any other county who should withdraw from representation at the state fair because of a prize unjustly lost, or competition destroyed. It is just as necessary for counties to support the state fair as it is for districts to support a district fair. It is essential for Fresno-co. to be represented at the state fair as long as that exposition continues to attract exhibits from other counties and to draw large crowds. Withdrawal of a county exhibit will injure the county more than it will the state fair.

But, as we said before, it should be clearly understood on what basis the exhibits are entered, whether on a basis of fair competition or whether for the purpose of exhibiting in a routine manner merely to hold seniority to obtain the prize when it falls due.

Therefore, we should like to have it made plain whether the exhibit judges are to be allowed to award the prize on a fair competitive basis or whether the directors intend in future to distribute the prize without regard to quality of the products shown and the artistic display of those products. If a protest on the award of the prize this year can bring about a clear understanding, let there be protest.

Manager Patterson of the chamber of commerce has said that he will instruct Exhibit Director Rasmussen to prepare exhibits for six or seven eastern state fairs next year.

Whether this idea is the result of alleged discrimination at the California State Fair this year, or part of a previously laid plan, we think it is a good one.

Fresno-co. has shown, by its prize winning exhibits of the two previous years and its splendid exhibit this year, that she is capable of competing with the best, and if it is determined to invade the eastern fair, it is certain that by going to those we wish to attract and impress, we can accomplish as much if not more for our county than by waiting for them to come to California and view our exhibits.

This suggestion is worthy of further consideration.

When all is said, Fresno-co. can be very well satisfied with the results this year, despite the loss of first prize. We had it for two years. Now we have third prize for this year, with Stanislaus-co., first, and Kings-co. second. All prizes were won by San Joaquin Valley counties, demonstrating again the supremacy of the San Joaquin Valley, for which we all are boosting.

40 ACRES RECLAIMED ON PARADISE ROAD FOR FRUIT TREES

Sept 9/22 29

Dr. J. C. Robertson and Ira R. Woodman have started reclamation of forty acres of land on the Paradise road and are preparing it for the planting of fruit trees next spring. Fred Hughes has been employed as foreman. They have placed an order for 3300 more trees with the California Nursery Company.

E. Potts, living on the Waterford road, is planting 15 acres to apricots. M. L. Dow, manager of the California Nursery Company here, will supervise the planting on the Potts ranch.

Page 56.

California Cultivator Sept 9-1922

AT THE FAIR

Members of the Cultivator staff are at Sacramento this week getting together facts for making report to our readers. This report, with photographs, will give an idea of the fruits cereals and general farm products, the livestock industry, farm equipment, manufactures, and the fair in general. California is first in production per farm and well up to the front of all the states of the Union in total agricultural production. It is well that our state fair should be the great success which it has been. Regarding it George C. Roeding, former president, writes:

"Nothing gives stronger evidence of progress in California's rural industries nor more forcibly reveals the trend of our intellectual and industrial life and activities than the sixty-eighth annual California State Fair, which was auspiciously opened this morning.

"In scope and wide interest it certainly presents some features that are pivotal in their nature, and others in the way of improvements that show a development and an appreciation of what an institutional affair like the present really reveals.

"Many people are of the opinion that an exposition is merely a display of farm and orchard products, implements and appliances typifying the progress made, resources enjoyed and advantages offered of the certain

for a grocer has to handle articles where he has no margin at all, consequently in order to get by, he has to make it up on other goods; stating the grocer's profit in percentage on certain goods is very misleading, as in many instances where the price is low the profit percentage is high, while in higher priced articles the grocer's profit percentage is rather low compared with the former and olives so far have not become a staple article like canned milk or other canned fruits, but the grocers still have to be induced to carry a line of canned olives, consequently the grocer has to be taken care of.

You further state that I have taken good care of the packer, which shows that you have not consulted a legitimate olive packer who was willing to enlighten you as to the correct and complete cost of canned olives including overhead expenses, for I may state that I have not considered in my figures any profit for the packer, and all the overhead expenses, as manager's salary, depreciation, interest, insurance, etc., have been based on Mr. Drew's pack of 450 tons of olives as stated in a former issue, and if you will take into consideration the value of a plant of that capacity, you will find that the depreciation, etc., reduced to a tonnage basis, will approximately correspond with my figures, and unless I am shown in detail (for this is a matter of facts and figures only) where I am wrong I am positive the grower gets very little, if anything for his olives, and as far as Mr. Drew's statement is concerned, that his growers would still get $100 for their medium olives, I positively state that it cannot be done. I am not only a grower but also a packer, being a member of a cooperative association, just the same as Mr. Drew is, and in my figures I have allowed for the better and longer experience which Mr. Drew's organization may have had in the packing game.

I fully realize that it will be very difficult for you to obtain the exact figures from Mr. Drew, for it would require a financial statement of their affairs to prove the figures, but you no doubt could obtain a confidential cost sheet from some olive packer, who is in a public spirited frame of mind, and which would give you something for comparison. The writer desires nothing better than that public spirited growers will do a bit of pencil work and determine to support the right kind of cooperation.—E. Ludwig.

Yes, but the trouble is we do not get the producer's viewpoint. The grocers are looking altogether too well after the comfort of the consumer. This is shown first by the enormous number of grocers established in and around every community. Any thickly settled community near a large city has groceries so thickly established that one cannot throw a stone without breaking a grocer's window. It takes immense profits to support this great array of institutions. Immense profit to grocers means loss to producer and consumer. True cooperation means a study of these marketing problems and reduction of these middlemen costs. It must be done or the olive industry must cease in California. The Cultivator is hoping the olive industry will live forever. Again, if the packing is so managed that a packer's overhead of $60 or $70 per ton has got to be unloaded onto the shoulders of the producer, that of itself will drive the industry from the state. We are not appealing for injustice to the packer. If he is going to stay in the business he must live. But if he is content to continue his business at costs which the business will not pay for there can be but one result.

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"Editorial was very fair. Of course you will always have the summer grapefruit market. I do not think that even our Marsh Seedless compare with our other varieties. I doubt if California will ever be able to send (market) many grapefruit to the East through the winter in competition with Florida, Isle of Pines and Porto Rico grapefruit. You were not quite fair to the Temple as it has never yet been marketed in quantity; there has never been a carload of it shipped and of course it has not had opportunity to make a place for itself, but it will I firmly believe. Also it will be a few years yet before we reach the production in oranges that California has attained. I think you ship something like 20,000,000 boxes. Our shipments of oranges alone will hardly reach 8,000,000. However if you had given me time to have taken you down the Ridge section south of Haines City I think I could have convinced you that the time is not far distant when we will be shipping 20,000,000 boxes.

"Most of our early shipments are Parson Brown and seedlings. We have comparatively few genuine Parson Browns, very few Lue Gim Gongs. I have read of the Surprise Navel but never saw one and doubt if there are a hundred cars a year and our Rubies are few and far between. The bulk of our orange shipments today are Seedlings, Pineapples and Valencias; of course quite a few tangerines."

ALAMEDA GETS ATTENTION AT STATE EXHIBIT

Oakland Tribune
Sept. 10-1922

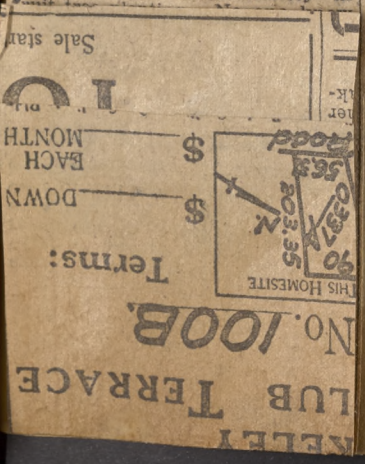
Remarkable Showing Made By California Nursery Test Orchard

SACRAMENTO, Sept. 9.—The exhibit made by Alameda County and the State Fair possesses a strong attraction for horticulturists from the fact that its fruit display consists of no less than 67 varieties, embracing many kinds of apples, pears, quinces, peaches, apricots, plums, prunes, cherries, etc., all of which give tangible evidence of the care and intelligence expressed by our foremost plantsmen in the selection of commercial varieties of fruit. This varied and interesting collection was all harvested from the test orchards of the California Nursery Company at Niles, and donated as a feature of this county's advantages as a fruit growing section by George C. Roeding. This test orchard comprises some 40 acres of land, and consists of over 500 varieties of fruit, as follows: 120 varieties of pears, 100 of apples, 75 of peaches, 75 of plums and prunes, 65 of cherries, 30 of apricots, 30 of figs (the original plantings covered 150 varieties of this fruit, the largest collection at that time in the United States; many of the trees in the original planting having been transferred to the United States Plant Gardens at Chico, where they are now growing); 24 of walnuts, 20 of olives, 20 of chestnuts, 20 of almonds, 16 of filberts, 16 of quinces, 6 of nectarines, 10 of persimmons, 20 of pomegranates, 4 of medlars, 6 of loquats and 25 of grapes, including resistant vines.

About thirty acres of this remarkable orchard were planted some forty odd years ago; the remaining acreage represents plantings made some twenty-five years later, hence it will be seen that the behavior of each variety of tree and vine represented has become quite well established, and that the economic values of the many kinds of fruits represented for various purposes are also pretty well understood.

This test orchard at Niles can be said to constitute a monument to the initiative, vision and judgment of John Rock, the founder of the California Nursery Company, who from 1865 to 1904, the year of his death, was California's foremost plantsman; a man who by reason of his achievements in the introduction of foreign varieties of fruit trees and ornamental plants did more for the exploitation of economic and ornamental horticulture in California than any other one person of his time. To appreciate its values and significance to Alameda County, it will be necessary to recall the prevailing conditions at the time of its inception.

The period of California's commercial orchard and vineyard development may be said to have had its beginnings when the first transcontinental railroad became an established fact and up to about 1900, when various cultural and marketing problems had been successfully mastered. During the earlier portions of this period, from about 1872 to 1895, California witnessed a feverish activity in



ADVANCEMENT IN ECONOMIC CROP PRODUCTION SHOWN AT STATE FAIR

BY HENRY W. KRUCKEBERG.

LOS ANGELES, CAL., TIMES
SEPTEMBER 17 1922

THE outstanding features of the sixty-eighth annual California State Fair at Sacramento were essentially educational and informative in character, and covered three fundamental subjects, viz., agriculture, horticulture, live stock and the industrial displays of the State university and the public schools. These again gave expression to a larger community interest as between one section of the State and another, and a more friendly spirit between the several counties. As George C. Roeding, ex-president of the association, what is best in the operation of rural industry; and be a source of inspiration, vision, courage and faith in the achievement of still greater things in the future greatness of the commonwealth. Only when answering to these requirements will it function properly—which is just what the State Fair is coming to as at present conducted. Just one instance of many that might be cited will prove this. There is one exhibit of sixty-seven varieties taken from a test orchard founded in 1865 by John Rock, at Niles. This orchard consists of forty acres, containing over 500 different varieties of fruit, the trees of which have all attained size and age clearly defining their behavior and the quality of their products. This exhibit afforded a splendid object lesson in the evolution of our pomological wealth, giving opportunity for the study of fruit varieties, many of which by the law of elimination have long since lost commercial rank. The exhibits from the southern counties represented Los Angeles, Riverside, Orange and San Bernardino counties, all being typical in character and interesting to a degree, attracting wide attention.

In no direction has the State as a whole shown a greater advance during the past decade than in the extent and quality of its live-stock interests; particularly does this apply to the breeding of cattle and hogs, sheep and goats, poultry and rabbits, all of which were well represented by good displays. In each division Southern California was well represented.

In the way of new buildings, the new horse show pavilion merits recognition. It presents an arena for the display of horse flesh that is at once commodious, with a seating capacity of about 3000 people. Horse lovers will certainly appreciate this improvement.

The display made by the Fish and Game Commission was instructive to a degree, displaying piscatorial beauties of many varieties, many of which are native to the streams and lakes of our California mountains.

The industrial training in rural industry now afforded by our public institutions of learning was demonstrated by the fine displays made by the State university (college of agriculture) and the public schools of the State. The exhibit of the Los Angeles schools was especially noticeable.

Possibly no other State in the Union has shown a greater advance in the economic uses of modern farm machinery, such as motor power plows, cultivators, harrows, seeders, harvesters, orchard trucks and other similar appliances. The exhibits of this line of machinery filled the largest tent on the grounds.

As an educational feature the exhibit made by the State Department of Agriculture was instructive to a degree. That fruit growers and farmers appreciate it was clearly indicated by the throngs that were a constant feature of the booths.

SQUAWK FROM FRESNO

9/8/22

Listen to this squawk from H. E. Patterson, manager of the Fresno Chamber of Commerce, over the awards made at the State Fair yesterday, as reported in the Republican:

Disappointment was expressed by Manager H. E. Patterson of the Fresno County Chamber of Commerce with the decision of the judges. Charges of discrimination together with an announcement that no further exhibits would be placed at the California State Fair were made by him.

According to Patterson, George C. Roeding, member of the state board of agriculture and one of the directors of the fair said on numerous occasions previous to the judging of the county exhibits, that Fresno county would not be given the cup no matter how much it merited it, inasmuch as the fair directors had decided to distribute the awards. Fresno county, by winning twice, had no right to it this year, Roeding said, according to Patterson.

The local fair manager claimed that many at the fair conceded Fresno county first prize, admitting that Exhibit Director Peter M. Rasmussen had gotten together by far the most beautiful exhibit and the best variety and quality of fruits in the building.

Patterson contends that McCabe, winning exhibitor, conceded first prize to him as did other exhibitors. He states that there was but one booth that was 50 per cent as pretty as the Fresno display and that was Los Angeles.' Stanislaus county's booth resembled a vegetable and fruit stand in comparison to Fresno county's display, he said.

"However, Fresno county will be a good loser and congratulates Stanislaus county for retaining the championship for the San Joaquin valley another year," Patterson stated.

"We had close competition as far as the quality of fruit was concerned and if we had been whipped on that point, I would not have cared," Patterson stated. "When we are told that Stanislaus county had a prettier booth than ours and that one point alone was considered in judging, no reference being made to quality of products displayed, then I see that Mr. Roeding made good his threat," Patterson said.

"Personally, I consider the matter an insult to the intelligence of every Fresnan. Even the judges themselves told me last Monday in confidence that Fresno county's exhibit was by far the best, in every detail. When it comes to an artistic exhibit, eight counties of the state had prettier displays," Patterson said.

Stanislaus county exhibit won the award at the State Fair on its merits, and the criticism of Mr. Patterson sounds like the wailing of a spoilt child. Mr. Patterson evidently believes that the fact Fresno county spent about twice as much money on its exhibit at the Fair as any other county, entitles it to first consideration regardless of merit

Some Fresno people have the idea that their county is the great big "I Am" in the San Joaquin Valley, but it is about time that they were waking up. In the future Fresno will be hard put to hold her own in any manner with Stanislaus, the banner agricultural county of the state.

Poor old Fresno, she is a mighty poor loser.

Any one who likes California figs will be delighted to meet Mr. and Mrs. Blastophoga Grossorum and the little Grossorums. They are proteges of George C. Roeding, Fresno horticulturist, who is at the Palace.

G. C. Roeding.

Be it known that not many years ago there was just about as much chance of producing Symrna figs in this State as a snowstorm in July.

Then Roeding began experimenting with a few little immigrants from over Asia Minor way, and after 14 years, he came forth with a successful program that gave added prosperity to California and a new California delicacy to America.

The Blastophoga Grossorum of Asia Minor is a certain type of insect that Nature demands for the fertilization and development of the fruit. It is microscopically small, but colossally important.

* * *

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Fresno Herald Sept 8/1922

Fresno-co. Exhibit

KEENLY disappointed because Fresno-co. was not awarded the first prize, or Governor's Cup, at the state fair, Manager H. E. Patterson of the Fresno County Chamber of Commerce makes the accusation that there was discrimination—that it was ordained in advance that Fresno-co. should not receive this prize, no matter how deserved it might be.

If this be true, let there be a formal protest. If, as has been declared, George C. Roeding, a member of state board of agriculture and one of the directors of the state fair, had previously declared that Fresno-co. would not be given first prize, because of having twice won it and because of a decision of the fair directors to distribute the prize, then let us bring about an inquiry, through protest, and learn whether, in future, the prize is to be awarded on a competitive basis or doled out in rotation regardless of the merits of competing exhibits.

If the latter system is followed it will, we believe, do more than anything else to deteriorate the state fair by reducing the number and quality of exhibits. Counties exhibiting will not make the effort and stand the expense of preparing the very best best displays possible if they know in advance that it is not their privilege to compete for the big prize.

On the other hand, we should not go so far as to say that Fresno or any other county who should withdraw from representation at the state fair because of a prize unjustly lost, or competition destroyed. It is just as necessary for counties to support the state fair as it is for districts to support a district fair. It is essential for Fresno-co. to be represented at the state fair as long as that exposition continues to attract exhibits from other counties and to draw large crowds. Withdrawal of a county exhibit will injure the county more than it will the state fair.

But, as we said before, it should be clearly understood on what basis the exhibits are entered, whether on a basis of fair competition or whether for the purpose of exhibiting in a routine manner merely to hold seniority to obtain the prize when it falls due.

Therefore, we should like to have it made plain whether the exhibit judges are to be allowed to award the prize on a fair competitive basis or whether the directors intend in future to distribute the prize without regard to quality of the products shown and the artistic display of those products. If a protest on the award of the prize this year can bring about a clear understanding, let there be protest.

Manager Patterson of the chamber of commerce has said that he will instruct Exhibit Director Rasmussen to prepare exhibits for six or seven eastern state fairs next year.

Whether this idea is the result of alleged discrimination at the California State Fair this year, or part of a previously laid plan, we think it is a good one.

Fresno-co. has shown, by its prize winning exhibits of the two previous years and its splendid exhibit this year, that she is capable of competing with the best, and if it is determined to invade the eastern fair, it is certain that by going to those we wish to attract and impress, we can accomplish as much if not more for our county than by waiting for them to come to California and view our exhibits.

This suggestion is worthy of further consideration.

When all is said, Fresno-co. can be very well satisfied with the results this year, despite the loss of first prize. We had it for two years. Now we have third prize for this year, with Stanislaus-co., first, and Kings-co. second. All prizes were won by San Joaquin Valley counties, demonstrating again the supremacy of the San Joaquin Valley, for which we all are boosting.

40 ACRES RECLAIMED ON PARADISE ROAD FOR FRUIT TREES

Sept 9/22 329

Dr. J. C. Robertson and Ira R. Woodman have started reclamation of forty acres of land on the Paradise road and are preparing it for the planting of fruit trees next spring. Fred Hughes has been employed as foreman. They have placed an order for 3300 more trees with the California Nursery Company.

E. Potts, living on the Waterford road, is planting 15 acres to apricots. M. L. Dow, manager of the California Nursery Company here, will supervise the planting on the Potts ranch.

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California Cultivator Sept 9-1922

AT THE FAIR

Members of the Cultivator staff are at Sacramento this week getting together facts for making report to our readers. This report, with photographs, will give an idea of the fruits cereals and general farm products, the livestock industry, farm equipment, manufactures, and the fair in general. California is first in production per farm and well up to the front of all the states of the Union in total agricultural production. It is well that our state fair should be the great success which it has been. Regarding it George C. Roeding, former president, writes:

"Nothing gives stronger evidence of progress in California's rural industries nor more forcibly reveals the trend of our intellectual and industrial life and activities than the sixty-eighth annual California State Fair, which was auspiciously opened this morning.

"In scope and wide interest it certainly presents some features that are pivotal in their nature, and others in the way of improvements that show a development and an appreciation of what an institutional affair like the present really reveals.

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The period of California's commercial orchard and vineyard development may be said to have had its beginnings when the first transcontinental railroad became an established fact and up to about 1900, when various cultural and marketing problems had been successfully mastered. During the earlier portions of this period, from about 1872 to 1895, California witnessed a feverish activity in fruit tree planting. No one knew definitely just what kinds and varieties of fruit and fruit products would ultimately prove profitable, either from a grower's point of view, nor fro mthe marketing end, nor as a fresh product, dried or processed. Realizing the situation, John Rock resolved to find a solution to the problem. From a plantsman's point of view, the only safe way was to plant a test orchard of all varieties that held out any promise of practical importance which in its development would eliminate the non-profitable, and finally demonstrate what sorts would stand the test of the market place for the various purposes and conditions in which our fruit products reach the ultimate consumer; but there were other factors calling for a solution, namely, the *adaptability* of certain kinds for particular situations of soil and climate, and their intelligent treatment. The key, however, to John Rock's ambition in planting this historic collection is forcibly expressed in the slogan "Safety First."

It was these elemental and fundamental things that attracted hundreds of fruit growers to the Alameda County Exhibit. While it is true that a comparatively small per cent of all the varieties growing in this orchard will ever attain commercial rank, it nevertheless possesses an educational value not without significance, as is shown by the fact that the State University is using it as a base for its educational and research work, and in the class room.

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Patterson contends that McCabe, winning exhibitor, conceded first prize to him as did other exhibitors. He states that there was but one booth that was 50 per cent as pretty as the Fresno display and that was Los Angeles.' Stanislaus county's booth resembled a vegetable and fruit stand in comparison to Fresno county's display, he said.

"However, Fresno county will be a good loser and congratulates Stanislaus county for retaining the championship for the San Joaquin valley another year," Patterson stated.

"We had close competition as far as the quality of fruit was concerned and if we had been whipped on that point, I would not have cared," Patterson stated. "When we are told that Stanislaus county had a prettier booth than ours and that one point alone was considered in judging, no reference being made to quality of products displayed, then I see that Mr. Roeding made good his threat," Patterson said.

"Personally, I consider the matter an insult to the intelligence of every Fresnan. Even the judges themselves told me last Monday in confidence that Fresno county's exhibit was by far the best, in every detail. When it comes to an artistic exhibit, eight counties of the state had prettier displays," Patterson said.

Stanislaus county exhibit won the award at the State Fair on its merits, and the criticism of Mr. Patterson sounds like the wailing of a spoilt child. Mr. Patterson evidently believes that the fact Fresno county spent about twice as much money on its exhibit at the Fair as any other county, entitles it to first consideration regardless of merit

Some Fresno people have the idea that their county is the great big "I Am" in the San Joaquin Valley, but it is about time that they were waking up. In the future Fresno will be hard put to hold her own in any manner with Stanislaus, the banner agricultural county of the state.

Poor old Fresno, she is a mighty poor loser.

Any one who likes California figs will be delighted to meet Mr. and Mrs. Blastophoga Grossorum and the little Grossorums. They are proteges of George C. Roeding, Fresno horticulturist, who is at the Palace.

G. C. Roeding.

Be it known that not many years ago there was just about as much chance of producing Symrna figs in this State as a snowstorm in July.

Then Roeding began experimenting with a few little immigrants from over Asia Minor way, and after 14 years, he came forth with a successful program that gave added prosperity to California and a new California delicacy to America.

The Blastophoga Grossorum of Asia Minor is a certain type of insect that Nature demands for the fertilization and development of the fruit. It is microscopically small, but colossally important.

* * *

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Stray Thoughts on Figs

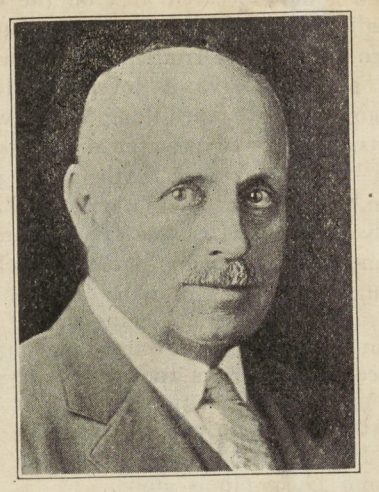
"Did I hear anybody say 'overproduction'? Well, hardly."

THE FRUITMAN FOR OCTOBER, 1922.

By GEO. C. ROEDING

President, California Nursery Company, Niles.

A WAG has said that the reason Mother Eve's laundry bill was small, was due primarily to the fact that the Garden of Eden contained a few fig trees, which goes to prove that figs were among the early fruits of mankind; indeed the Good Book contains various references to this fruit, while the Greeks and Romans also paid it homage. The natural home of the edible fig is the Orient. A. de Candelle places it from Syria to the Canary Islands, and Count Solms-Laubach confines its nativity to the countries on the Persian Gulf. Commercially it finds its greatest exploitation and development in Asia Minor, and its largest trade in the town of Smyrna, from which the high-grade export figs take their name. . This country imported from Southern Europe in 1921 something like 32,000,000 pounds of figs; a little item showing that fig production is not to be over-done for some few years, provided the wise men at Washington will give the industry adequate protection in the way of an import duty and we maintain quality of fruit and a superior pack. While it is true that our annual production has reached 12,000 tons, it is also true that of this volume only about 2,000 tons represents Calimyrnas, or the genuine Smyrna fig of commerce. This is in a measure explained that Calimyrna fig planting did not make much headway until about 1905, or a few years after the little fig wasp was established on the (then) Roeding Fig Orchards in 1900-1901. For 1901 the production



of Smyrna figs was limited to the crop on this orchard; in other words, about six tons. Two decades later the annual tonnage had grown to approximately 2,000 tons, which is bound to increase as the new acreage comes into bearing. It must necessarily be the hope of every patriotic Californian that eventually we will supply our domestic market with all the figs it will take which will be in the neighborhood of 55 million pounds. With 35,000 acres planted, representing a 20 million dollar investment, this seems reasonable. Already we supply about 20 million pounds. . If fig planting shall continue on the same scale for the coming two decades that it has for the two decades between 1902 and 1922, we shall certainly have a production of something over what the nation now consumes.

> *"This country imported from Southern Europe in 1921 something like 32,000,000 pounds of figs."*

There are two signs in the fig firmament that are full of promise. First there is the fig growers co-operative organization, controlling possibly seventy-five per cent of the output. This will insure uniformity of pack and quality of product; it will also steady the market, securing to the grower, under careful and conservative management, a living price for his crop. Second, there is the assurance of an import duty on figs and fig products that will at least give us an even run in our home market. Handled justly, and in the interest of the ultimate consumer, this ought to give us a clean annual sale of the entire consumption. Fifty-five million pounds distributed among one hundred and fifteen million of people means less than half a pound of figs per year per capita of our population. Did I hear anybody say over-production? Well, hardly. What we want is the intelligent exploitation of American markets; that accomplished, we shall get by.

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XX SARATOGA FRENCH PRUNE FINDING FAVOR

California Nurseryman Tells Of the Improvement in Fruit and in the Tree of "Sport" That Has Been Developed

By GEORGE C. ROEDING.

The poet Coleridge says "We should not be the last to discard the old, nor the first to adopt the new"; a trite saying that is not without its significance to intending planters. Nature is niggardly in creating new things within her laboratory; this probably accounts for the many plant novelties that are constantly being introduced, of which few ever attain specific rank, hence we are always coutious in recommending so-called "new" fruits.

Once in a while, however, there is a discovery which, in one or more particulars may possess a supediority over present recognized types. Among such must be classed the XX Saratoga French prune, which we have had under close observation for about six years.

History of the New Prune.

Like so many of our commercial fruits, the XX Saratoga French prune is the result of what plantsmen call a "sport"—a marked variation in the French prune, showing a fruit that is larger in size, by reason of the consistency of its flesh possessing better drying qualities and also a better content of sugar. This proclivity to "sport" is more or less in evidence in all plant life; those sports which do not possess economic or aesthetic values (as in flowering plants) command little or no attention, because negative in character.

This bud sport was first discovered in the French prune orchard of F. B. Smith, in the very heat of the prune-growing area of Santa Clara County, in what is known as the Saratoga district. So pronounced are its superior qualities that budding was at once resorted to as a means to perpetuate and disseminate it. This was some eight or ten years ago, resulting in the growing of nursery trees and their planting in orchard form, many of which are now in bearing, allowing of sufficient time to study their behavior and the uniform high quality of the fruit. Orchards in the Saratoga, and other districts in full bearing, demonstrate beyond a question of doubt that it possesses commercial values far in excess of any type of French prune now known in California.

Quality of the Fruit.

It has been estimated that by reason of the large percentages of small fruits (those types grading as 70-90s and 60-70s instead of 30-40s and 40-50s) the prune industry suffers an annual loss of upwards of $1,000,000. If trees producing these small types yielded the larger sized fruits, from the same acreage and the same number of trees and the same cost of labor and expenditure, the income to the prune growers would be nearly $1,000,000 more, or, in other words, their profits would be correspondingly increased. That of itself is an important thing for intending planters to consider.

In measuring values in a new fruit, or an improved type of a standard variety, its commercial importance commands first consideration. In this respect the XX Saratoga French prune "measures up" from every point of view.

As an instance, take its large size. J. E. Cox of the California Prune and Apricot Growers' Association, reports that forty-four sacks, weighing 4,770 pounds, graded 2,323 pounds 20s to 30s, 1,961 pounds 30s to 40s, and 486 pounds over 40s, the general average running about 38 to the pound, surely a splendid showing, and far in excess of the ordinary type of French prunes. Samples of French, Imperial, Sugar and XX Saratoga French prunes were submitted for analysis to the University of California, which gave the following results:

Sample, XX Saratoga French prune, per cent seed 17.7, edible moisture 13.90, portion total sugar 53.4, edible portion total sugar calc. to 25 per cent moisture 46.5; French prune, per cent seed 14.5, edible moisture 13.47; portion total sugar 49.5, edible portion total sugar calc. to 25 per cent moisture 42.9; Imperial prune, per cent seed 15.2; edible moisture 13.45, portion total sugar 41.8, edible portion total sugar calc. to 25 per cent moisture 36.2; sugar prune, per cent seed 14.8, edible moisture 14.00, portion total sugar 48.9, edible portion total sugar calc. to 25 per cent moisture 42.6.

Thus it will be seen that this new type stands first in percentage of sugar, flesh and nutritive values. It is pertinent to record that all these sample fruits were taken at random from orchards in the Saratoga district.

Superb Drying Prune.

The Prune and Apricot Growers' Association recommends that new plantings of prunes should average 70 per cent of the French variety and that of other sorts 30 per cent be equally divided between Robe de Sergeant, Imperial and Sugar. This of itself establishes the supremacy of the French type as a dominant commercial fruit. Since prunes are very largely sold as a cured fruit, the drying quality is a matter of first importance. It is the testimony of the Messrs. Cox that the XX Saratoga prune will dry two days earlier than the ordinary French, and that fully one-half of the crop will grade 20-30s to the pound. Certainly a big factor in its favor.

The large size of the individual fruits, the meaty consistency of its pulp, the comparatively small pit, all tend to give it precedence over all other types of French prunes; its prune-like and crinkly appearance when dried, its freedom from bloat, its resistence to "flattening out" while on the trays drying (the Imperial often requiring a week before being ready for dipping), its even color and its tenderness of skin (after cooking melting in the mouth without any suggestion of fiber or grain) are all considerations that give it rank as a fruit to be commended to growers and packers.

In habit of growth and behavior the trees are thrifty, with an inclination to spread; the foliage is a deeper green in color than the ordinary French type and the individual leaves are much larger. The outstanding feature, however, is that they are unusually strong growers, excelling all types of French prunes in this respect. The limbs and fruit bearing branches and spurs are stocky, carrying the fruit well with little propping, possessing the faculty of bearing regular crops of high quality fruit. In the light of these facts there is every reason for its increasing popularity, not only in the Santa Clara Valley, but wherever prune culture has attained commercial importance.

Among leading prune growers who have been immeasurably successful with it may be mentioned J. E. Cox, F. B. Smith and Budd Cox, all of whom have orchards in full bearing in the Saratoga district, and are increasing their plantings of XX Saratoga French prunes as exigencies demand. With a reasonable familiarity with California fruits, both as a grower and a packer for nearly a third of a century, I have no hesitancy in recommending this new and better type of French prune wherever conditions of soil and climate are favorable for the culture of this fruit along commercial lines.

"Harmony Meadow Lily," third. Junior heifer calf. "Harmony Laura," third.

exterior, the stucco finish and the construction.

Coniferous Trees in the Home

OAK. TRIBUNE OCT 1, 1922

Suggestions from Geo. C. Roeding

Varieties From Far-away Lands

BY GEORGE C. ROEDING

President California Nursery Com pany, Niles.

From the Orient we have introduced the casuarinas, of which there are two varieties, viz.; casuarina equisetifolia and causuarina quadrivalvis. The former is found in eastern Africa, southern Asia and subtropical Australia, and the latter, known also by the local name of Coast sheoak, in southeastern Australia. Both varieties do well in nearly all portions of the state and thrive in the coastal counties, where they have the influence of sea air.

The casuarina equisetifolia in its native habitat attains a height of 150 feet, but casuarina quadrivalvis is a much smaller tree, its maximum height being 60 feet. Both possess a value for fuel and also for their timber. They will live in a somewhat saline soil at the edge of the sea and will also withstand a certain degree of alkali; both are rapid growers, hence where immediate effects are desirable their use can be recommended. The branches are long, slender and weeping, with jointed needle-like leaves, giving the tree a graceful appearance. In certain situations they add an individuality to the home grounds attained by no other tree, particularly if faced by shrubs and less taller vegetation. They will stand pruning into formal shapes, if desired, and can also be trained for hedges. The distribution in California is quite as general as that of the eucalyptus. Being of easy culture is another factor in their favor.

Another tree that lends itself admirably to the ornamentation of home grounds is the sugi, or Japanese cedar (cryptomeria Japonica), from Japan and northern China. It is a hardy species and

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The Tragedy of Asia Minor — How the Unspeakable

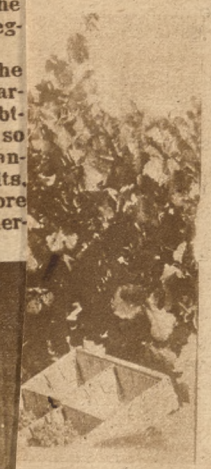
IN THE Near East, history is certainly in the making. The Turk, in times past characterized as the "Sick Man of the East," has recovered his erstwhile robust health and his usual warlike spirit. Having swept Smyrna, a town of something like 400,000 persons, off the map by fire and pillage, he has advanced to the repossession of Constantinople. In addition, he also wants Adrianople and Thrace, in which ambition (owing to European unrest and the racial, religious and economic animosities that modern warfare has awakened) he may, by brute force of arms and a strenuous diplomacy, be successful. In all of which, of course, lurks the danger of another Balkan war or even a general European conflict.

The destruction of the city of Smyrna, in Asia Minor, has a more than passing interest to California, because it is the center of a great fruit-growing area, producing much the same kind of orchard and vineyard crops that characterize the northern, central and southern sections of this State. Chief among these are the fig, the grape and the olive. Of the first, the United States has heretofore imported about thirty million pounds; of the remaining two, the quantity has of late years been rather negligible.

The destruction of Smyrna at just the period when the fig crop was being harvested and packed for market, undoubtedly resulted in its loss, or at best so demoralized commerce as to render handling of the crop inoperative. Two visits, each of some duration, have made me more or less familiar with the life and commer-

Year-old vine in large new plantings of Fontana Farms Company along Foothill Boulevard.

Women sorting figs



(Muscats) for ages.

d on sand for sins.

cial importance of that far-away regi which is headquarters for the Smyrna industry in much the same way that Fre dominates the raisin business and South California the citrus fruit business in United States. Appreciation of these f will excite our interest in and commis tion for the unfortunate people of Minor, who have just suffered the los their growing crops, their towns and lages, the houses and thousands of at the hands of the fanatical Turk.

In addition to the products already tioned, the country exports cereals co.

at variety of products.

Grape ex

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e Turk Has Unwittingly Helped California Horticulture

CALIFORNIA STATE BOARD OF AGRICULTURE

struction, afforded work for about 30,000 men, women and children. When the fruit is brought to the packing-houses it is emptied from large sacks into heaps. Women or girls sit around these heaps or piles and "work" the figs between their fingers—a process they call "maccaronia"—after which they are graded, the better class of fruit being packed in circular baskets, and the inferior in boxes. In the larger houses, where Turks are also employed, they are confined in quarters by themselves, under a Turkish foreman; they will not work in association with other nationalities. The packing is done by men only, the women doing the sorting and grading.

In methods of handling and transportation there is, however, considerable variance between California practices and those of Asia Minor. When gathered ready for transportation, the figs of the latter country are packed in large goat-hair sacks holding about 250 pounds each. Camel trains visit the orchards and two of these sacks are loaded on each animal. As soon as the animals in a given train have received their burdens, they are started for the nearest railway station, where the figs are unloaded in large sheds, from which they are later transported to small flat cars, the maximum capacity of which is about seven tons. Arriving at the Caravan Bridge, the product is a third time transported by camel trains, this time to the fig bazaars, and either delivered to brokers or to the different packing-houses. The average receipts of figs at Smyrna during the harvesting period are from 1500 to 2000 tons daily. During my visit the estimated volume of figs was 100,000 camel loads. Allowing 500 pounds to an animal, gives a total of 50,000,000 pounds.

The packing-houses are all along the quay in the heart of the town. In some cases they are crude affairs, old warehouses cleared out temporarily for the purpose of packing figs. The better class ones, however, are two-story stone buildings, the lower portion of which is used for the storing of packing material, and the upper for grading and packing of fruit. From one to five hundred men, women and chidren are employed in each house. The popular-sized packages employed are 1, 3, 5, 6, and 12-pound boxes. The grade is indicated by the number of crowns or crescents shown on the labels; the larger the number, the better the quality. In this connection, it is interesting to note that none of the foreign Smyrna figs sold in this country (principally along the Atlantic Coast) in straw baskets or small wooden boxes are packed in Smyrna; this fruit finds its way here in bulk and after being treated is repacked.

As has already been stated, the present output of figs of all kinds in California is about 20,000,000 pounds. Of this large tonnage, from 1500 to 2000 tons are genuine Smyrnas (known in California as the Calimyrnas;) the remainder represent Adriatic the effort to introduce the better class of European figs, including the genuine Smyrna. The period of its exploitation extended from about 1875 to 1900. During that period John Rock, the founder of the California Nursery Company at Niles, imported many new kinds from all over Europe, possessing a growing collection at one time of about 150 kinds, including the wild or Capri figs. Among other pioneers in fig culture were E. W. Maslin, W. B. West, James Shim, B. G. Fox, and Senator Stanford.

The greater tonnage of the State is represented by those varieties that yield mature crops without caprification by the insect, such as the White Adriatic and Black Mission types. With the introduction of the little fig wasp, the Smyrna type has become widely recognized and well established. As the newly planted orchards come into bearing and others are developed, it is fair to assume that eventually California will supply the American markets with this delicious fruit. The deplorable destruction of Smyrna obligates the trade to look elsewhere for its supplies, among the available sources being California.

One hears more or less about wormy figs in Smyrna, the story being that all such insect life disappears by the time the product reaches the European markets. Possibly this is true, but the incident brings to mind a little story of Jermoe Hart's relative to his travels in Turkey and Asia Minor.

"How about the luscious figs of Smyrna? Well, my experience was that the nearer we got to Smyrna the poorer its figs grew.

The way figs are handled in the Near East.

When we reached Beyroot they were pretty bad; when we were off Smyrna, the peddlers brought some aboard that were very bad; when we got ashore at Smyrna, we were offered some on the quay that were worse; in the hotels they were wormy, and when we got into the heart of Smyrna the figs were able to walk around the dealers' counters. It is a cold fact that we have purchased in the leading groceries of San Francisco and Los Angeles very much finer Smyrna figs than we have seen in Smyrna.

"If it be asked how can Smyrna figs be purchased in Los Angeles and San Francisco which are superior to the Smyrna figs on sale in Smyrna, the answer is that they are specially selected and specially packed. They are stamped in English on the boxes, 'Packed by Turkish Labor.' Some of them are stamped, 'Washed Figs.' From the fig dealers and handlers I saw in Smyrna, I think it much more essential that the fig handlers should be washed.

"I used to be fond of Smyrna figs before I went to Smyrna.

"I have not eaten any since.

"I shall never eat any again.

"Never mind why."

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The Tragedy of Asia Minor — How the Unspeakab

IN THE Near East, history is certainly in the making. The Turk, in times past characterized as the "Sick Man of the East," has recovered his erstwhile robust health and his usual warlike spirit. Having swept Smyrna, a town of something like 400,000 persons, off the map by fire and pillage, he has advanced to the repossession of Constantinople. In addition, he also wants Adrianople and Thrace, in which ambition (owing to European unrest and the racial, religious and economic animosities that modern warfare has awakened) he may, by brute force of arms and a strenuous diplomacy, be successful. In all of which, of course, lurks the danger of another Balkan war or even a general European conflict.

The destruction of the city of Smyrna, in Asia Minor, has a more than passing interest to California, because it is the center of a great fruit-growing area, producing much the same kind of orchard and vineyard crops that characterize the northern, central and southern sections of this State. Chief among these are the fig, the grape and the olive. Of the first, the United States has heretofore imported about thirty million pounds; of the remaining two, the quantity has of late years been rather negligible.

The destruction of Smyrna at just the period when the fig crop was being harvested and packed for market, undoubtedly resulted in its loss, or at best so demoralized commerce as to render handling of the crop inoperative. Two visits, each of some duration, have made me more or less familiar with the life and commerbor, traversed by a tramway, border the seafront. It might be said that the major portion of the population is (or rather was,) Greek, though the divisions or quarters of the city are distinctly defined by national lines, there being Frank, Turk, Greek and Armenian sections. Indeed, it is said that there is a larger intermixture of nations in the commercial life of the town than in any other city of Asia. Correspondingly, there are religious denominations covering these several peoples representing for the most part Greek, Armenian, Turkish, Catholic and Protestant faiths, with places of worship quite distinctive in architectural effects.

The principal fig orchards of Asia Minor are situated in the Meander Valley, which has a length of about 200 miles and a width of from six to ten. The orchard area is not over ninety miles long, taking its inception at Ayassoulook and ending at the town of Deinzli. The general direction of the valley is northeast and southwest, with the fig orchards along the lower foothills and level plains on the north. The Meander River is a sluggish stream flowing along the opposite side of the valley. The hills arising rather abruptly from its banks on one side are barren and arid and entirely unlike those on the opposite side, where the fig and olive luxuriate. The fig orchard area is not over a mile wide at any given point along the northern slope; the soil varies from a deep red loam to a rather sandy and gravelly character.

Irrigation, excepting only for starting young trees, is not practiced, the annual rainfall averaging from twenty to twenty

A fig bazaar at Smyrna before the Turkish scourge swept

Women sorting figs in a Smyrna packing-house.

Packing figs in a California packing-h

Camel train with figs and wine grapes, bound for Sm another important product of Asia Mino

cial importance of that far-away region, which is headquarters for the Smyrna fig industry in much the same way that Fresno dominates the raisin business and Southern California the citrus fruit business in the United States. Appreciation of these facts will excite our interest in and commiseration for the unfortunate people of Asia Minor, who have just suffered the loss of their growing crops, their towns and villages, the houses and thousands of lives at the hands of the fanatical Turk.

In addition to the products already mentioned, the country exports cereals, tobacco, gum arabic, opium, cotton, wool and licorice, all going to show that, as in the case of California, its basic industry is essentially that of commercial horticulture. Asia Minor's imports are chiefly manufactured goods from England, continental Europe and the United States. In addition to the thirty million pounds of Smyrna figs that found a market in this country, it is fair to assume that about the same quantity was exported to England and her dominions and to the continent of Europe. On the prewar period the value of figs exported from Smyrna to Great Britain alone was about $500,000 annually.

The annual output of figs in California this year will approximate 20,000,000 pounds. Under war conditions now prevailing in Asia Minor, it is evident that that land's exports will be diminshed for the time being to nearly the vanishing point, which, from an economic point of view, will naturally inure to the benefit of California fig-growers. With a limited supply from abroad and an assured higher import duty, the fig industry in California is thus in a position to command the domestic market.

In some respects the city of Smyrna is strikingly individual, with a background covering centuries of historical lore. It is situated on the west coast of the Pashalik of Anatolia, at the head of the Gulf of Smyrna. A broad quay and artificial harfive inches. The rainy season is much like ours, starting in October and ending in May. The climate is not unlike that of central San Joaquin Valley.

The object of my visits to Smyrna and the territory of which it is the distributing center was to study and clear up certain doubtful points in connection with fig caprification. Touching on this point, Murray, in his handbook on Asia Minor, says that "Figs are a specialty of Smyrna, the curing of them is a Smyrna mystery." That statement is correct. All the growers are aware of the fact that without Capri figs and the fig wasp (Blastophaga grossorum) no Smyrna figs can be produced, but as to the life history of the insect and its functions they know as little as did our glorious Mother Eve when she was garlanded in fig leaves.

In Asia Minor, orcharding, from a California point of view, is in a rather primitive state. The plantings are irregular, orchards small and methods of culture quite simple. At the time of my last visit, now some years ago, the women employed in harvesting the Smyrna crop were paid the munificent sum of 4 piestas per day of twelve hours, boarding themselves. The men received 8 piestas. When you consider that a piesta has a value of about 4 cents in American money, you gain some idea of the relative value of labor in the fig orchards of the San Joaquin valley and in the Meander valley. The process of harvesting, in principle and practice, is much the same as in California though the appliance and drying and curing facilities are crude to a degree. Though methods are inferior, however, the quality of product as we get it is reasonably good. When piled in sheds, the skin of the Smyrna fig is white, soft and pliable.

In normal time the opening of the Smyrna fig season is usually ushered in by a festival, for it means employment for many people for about two months of the year. The town of Smyrna alone, before its de-

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e Turk Has Unwittingly Helped California Horticulture

over that city.

Smyrna's three-mile quay, near which are (or were) many fig packing houses

house. The contrast with the scenes on either side is too obvious to require comment.

nyrna. Olives are nor.

Harvesting figs in Meander Valley. Note eastern method of curing by spreading fruit on layers of reeds and grass.

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Tour of Florida's Citrus Districts by California Party

IT WOULD take pages of space to adequately recount the courtesies accorded by Florida citrus growers and chambers of commerce to the special party of fifty-one California growers who went on a tour of inspection, from this state, in February. The Californians were feted, dined and entertained all along the route and in a way far beyond the expectations of the members of the party or those who sponsored the trip.

It appeared to the Californians as though each community included on the itinerary vied with each other to see which could do the most in the way of hospitality. It is certainly a fact, as a result of this trip, that the growers of the two states engaged in the common purpose of growing oranges and grapefruit and marketing them, discovered that their interests were much alike and they will work in closer harmony in the future in stimulating consumer demand for citrus fruits.

The realization that through increased plantings in both states there would be many additional carloads to offer for human consumption in the next few years, was borne in on the minds of the growers in a way to make them see that there is a community of interests which may be exerted to the advantage of the industry as a whole.

A suggestion that a closer working arrangement may be effected between the growers of both states to the end that consumer demand may be increased, met with splendid response. It is quite likely that there may be a biennial exchange of visits from one state to the other in years to come, with the idea of bringing about a closer discussion of the problems which confront the growers of both states.

From Chairman of Party

Following telegram from George C. Roeding, chairman of the party, and sent from Sanford. Florida, the day before the party disbanded, each to go his own way, indicates that the group was well pleased with its reception:

California Citrograph:

Party still numbering thirty-one and will end visits to citrus and truck raising sections tomorrow. Have been received by delegations and civic bodies of seven counties throughout our journey and have been accorded welcome far beyond anything we ever dared hope for. We feel deeply grateful to you for having arranged this trip and regret that you were not along to enjoy the pleasures that we have received. A toast was given you at banquet at Sanford this evening and Floridans all along the line have asked for you to repay kindnesses extended them last summer. We end program at Deland tomorrow, twenty of party going to Palm Beach and Miami but no longer under auspices of any of the civic bodies.

GEORGE C. ROEDING,
Chairman, California Party.

Trip Well Worth While

The feeling is entertained here that the trip was well worth while from every standpoint for which it was proposed. Florida did have much to show California growers, and they showed willingly all their practices and methods, leaving it to the visitor to determine whether Florida methods would be adaptable to California conditions. They showed the visitors their packing house methods and opened records for the inspection of the tourists. They took the Californians by motor through the citrus growing areas of the state, showed them the immense new plantings of oranges, as well as the established producing orchards of both grapefruit and oranges. They proudly showed them some very fine packing houses, and methods, as well as some excellent packages of fruit.

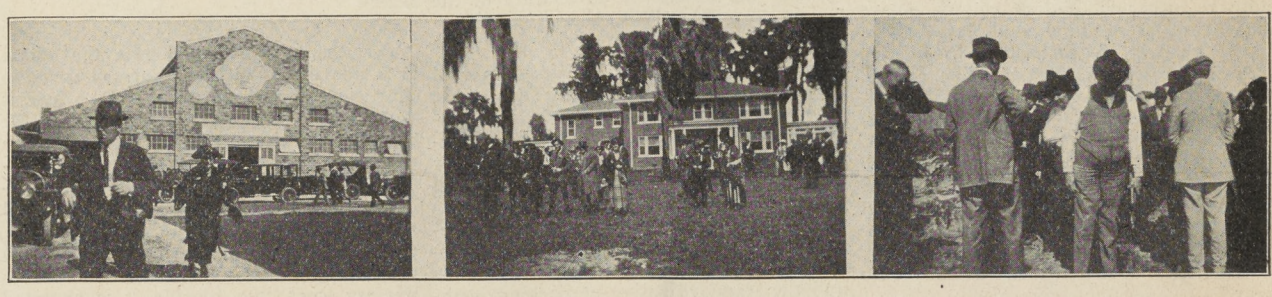
The possibilities of extending citrus plantings were pointed out and the Californians were frankly surprised to see the extent to which citriculture may be practiced in Florida. The citrus areas are vastly more scattered in Florida than in California and long jumps by automobile and train were often necessary.

While business was foremost in the minds of the members of the party there was ample in the way of variety, amusement and humor. For instance, at Orlando a mock trial was arranged. Dr. Barrett, of the Citrus Experiment station, Riverside, was put on trial on the charge that he confiscated a bud from a Temple orange tree. He was found guilty and sentenced to the punishment of spending the rest of his life in Sunny California.

Florida Liked Californians

Orange county, Florida, issued a miniature paper called *"Howdy Neighbor,"* by means of which they extended greetings to the California friends. This was well prepared, had plenty of humorous quips about members of the California group. Here is one of the serious items in *"Howdy Neighbor":*

Continued on page 206



On left—Large packing house of the Florida Citrus Exchange at Winter Haven. In center—View of Mr. Scott's home, Winter Haven. Notice the happy faces. At right—"Colonel" Roeding pruning a tree at L. W. Tilden's grove.

"If you Californians like us Orange county folks half as well as we have come to like you, it is indeed a great love. You are a mighty fine lot of folks and we are mighty happy to welcome you. Come again."

The California party was an exceedingly congenial one. It is rather remarkable that a party of fifty-one could be gathered from widely different parts of the state, people who had never met before, and that they should have welded themselves into such a sympathetic, friendly group.

Rain on Way Over

The start to Florida was made in the rain and with comparatively low temperatures prevailing the night before departure. The rain followed the party across the continent, but it did not dampen the ardor or the good nature of the group of fifty-one. Through wire communication the party was kept informed as to temperature conditions "back home" and was greatly relieved to find that the mercury was gradually rising.

Only at one point did the weather seriously interfere and that was at New Orleans. There a day's stop-over had been arranged to permit the party to visit that quaint old city and to break up the monotony of the journey. A steamer ride up the Mississippi river and about the harbor had been arranged by the New Orleans Chamber of Commerce but because of the cold and rain which prevailed there, that part of the entertainment was abandoned.

Story by Member of Party

As told in the last issue the party organized on the train, selecting a chairman and a secretary, through whom arrangements could be effected as to the acceptance of invitations, etc.

From here on the non-technical story of the trip is told by Miss Lois Boltinhouse of Pasadena, a member of the party, who acted as secretary and *Citrograph* representative:

"Tampa. Fla., Feb. 9, 1923.

"Our citrus party arrived safely in Tampa Tuesday morning, Feb. 6, after a very pleasant journey. Everyone seemed to enjoy the trip across immensely, as there was no heat or dust. Whenever the train stopped at a station we would all get off and get fresh air and the latest papers. Some played cards to amuse themselves and we all had a good time getting acquainted. By the time we reached Florida we were all very good friends. In spite of the rain Sunday we saw quite a bit of New Orleans. It is a quaint old city and was especially interesting to those who had never been in an old city before. The graveyards were especially interesting as the bodies are in caskets on top of the ground; this being necessary because of so much water underground near the surface.

"Sunday night, Feb. 4, we left for Jacksonville, arriving in that city about 9:30 p. m. Monday. We had a chance to see a little of that place as our train did not leave until early Tuesday morning, Feb. 6.

"When we arrived in Tampa it was raining quite hard and we were taken to the Tampa Bay Hotel in machines.

"I am inclosing newspaper clippings showing what a good time all have been having. I can honestly say that we have all had a taste of true southern hospitality."

The newspaper clippings told of the entry of the party to Florida and of serving them with oranges and grapefruit. It also told of the meeting which was held at the Tampa City Hall that night between Florida growers and Californians to discuss common problems. Edgar A. Wright of the *Florida Grower* presided for the Florida citrus men while C. C. Arnold of Riverside presided over the California group and made a felicitous address.

Discussion of Problems

Subjects were discussed as follows:

"Fertilizing and Cultivation," by Frank Senn of Winter Haven and E. I. Ames of Pasadena.

"Marketing and Future of Industry," George Scott, sales manager of Florida Citrus Exchange, and C. C. Arnold of Riverside.

"Pruning," William Gomme, county agent of Polk county, and E. E. Goodale of Lemon Cove.

"Varieties and Their Mutations," Dr. J. T. Barrett of the University of California Citrus Experiment station at Riverside, and H. E. Stevens, county agent of Lee county.

"Co-operation to Get Results to Improve the Industry in Both Florida and California," Dr. J. M. Ross, president Florida Citrus Exchange, and D. W. Coolidge, Pasadena.

Following is from the *Tampa Tribune:*

"Both G. C. Roeding for the Californians and C. E. Stewart of the Florida Citrus Exchange stated that the question of increasing the consumption of citrus fruits by the public was one that had now reached a stage where it could and should be jointly handled by the growers and marketing organizations, by closer co-operation in advertising, in quality and variety of fruit, and in supplying the different consuming centers.

"'I firmly believe that this meeting tonight will serve as a nucleus to formulate plans whereby Florida and California will be brought into closer contact.' said Mr. Roeding. 'California extends its hands in greeting across the continent to the citrus growers of Florida. If you have regarded us in the light of a father in the past, we now want you to consider us rather as a big brother. With the various meetings that our delegation will hold in other cities in your state I feel that before we leave you something great will have been done for the great citrus industry.'

"On behalf of the Floridians Mr. Stewart said:

"'We have always looked on the California Fruit Exchange as the ideal solution of co-operative marketing. It gives the fullest co-operation without stifling initiative. Our visit to you last summer and your visit to us now has accomplished much in bringing us closer together and in giving us an interchange of ideas. Let us both co-operate to make the United States a great citrus fruit eating country. You are about to see a wonderful country, which we feel will compare favorably with the citrus sections of California, and I hope that we will eventually be able to so get together that we will be in a position to solve mutually all the problems of every citrus grower in America.'"

D. W. Coolidge, of Pasadena, the humorist of the party, kept every one happy with his comments. He referred graciously to the flavor of the Florida grapefruit and said he had expended all the money he had for them and had been obliged to borrow carfare home.

At several points on the tour through Florida C. C. Arnold of Riverside, and who has served on the directorate of the California Fruit Growers Exchange, spoke of the advantage which would accrue to the industry of both states if greater co-operation could be established. He stressed the point that the interests of the two states are mutual, not competitive and antagonistic. This appeared to strike a popular chord.

C. E. Utt, who is head of the vast San Joaquin Fruit Co. of Tustin, spoke on several occasions along somewhat similar lines. Mr. Utt's talks were all brightened with a vein of humor which are characteristic of his attitude generally.

Wednesday, Feb. 7. was "California Day" at the South Florida Fair. The Californians were given free access to everything. The mayor welcomed them and stated if they ran afoul of any of the city ordinances he would intercede for them and if he could not get them off would himself join them in their cells at the jail. It was not necessary to appeal to his honor.

To Manatee County

Resuming her narrative Miss Boltinhouse writes:

"Thursday. Feb. 8, we had the first trip out of Tampa. Taking the boat in the morning we went to Palmetto where we were greeted by the reception committee of Manatee county, who took us by automobile to 'The Oaks' for a delicious chicken dinner. We were given hearty speeches of welcome and then taken around the beautiful county. The grapefruit groves were a great source of interest, due to the largeness of the trees and fruit. Two miles east of Palmetto we visited a marvelous grapefruit grove belonging to Mr. Atwood, whose fruit has a national reputation. There were 230 acres of gigantic trees loaded with mammoth fruit. We ate grapefruit 'cracker style,' something we don't do in California. We also visited E. N. Reasoner's nursery at Oneco.

"Our next stop was at a Florida Citrus Exchange packing house, where we watched them pack oranges, and we all sampled Florida oranges which nearly all agreed were very sweet and juicy but not quite so good as our California oranges. Florida may excel in grapefruit, but we think our oranges have the best flavor.

"In Bradentown we were treated to a cafeteria dinner which reminded us of 'Home Sweet Home.' Anyone could tell we were tourists as our arms were loaded with grapefruit, oranges, moss and anything else that we could find. After finishing another delightful southern meal we adjourned to the Manatee County Court House where we were given short interesting talks by men from that county. Dr. J. T. Barrett, G. C. Roeding and C. E. Utt of Tustin responded with more short, but helpful talks. The silver tongued orator of the party is D. W. Coolidge of Pasadena who has gained fame for his humorous comments. At 7:30 we took the train back to Tampa and we were a mighty tired, but happy crowd.

"Today, Feb. 9, was to have been spent in Clearwater, but the trip was called off, which gave us all a chance to rest up for the trip to Orlando and surrounding country on which we start tomorrow.

"We have all had such an enjoyable time together that we dislike to break up the party. Con O. Lee, representative of the *Tampa Tribune,* has done his share to make the visit pleasant for everyone and has written up the trip for us in a fine manner.

"Today is the first day of sunshine since we arrived.

"E. A. Wright has been making things pleasant for the party. The day we arrived he took me over to his new *'Florida Grower'* building. It is a very fine two-story brick building, and is light and cheerful inside. He then took me out to his home where I met his charming wife and saw his lovely garden.

"I hope from this letter you will be able to understand that up to the present moment the trip has been a great success and from it the citrus industry should be greatly benefited.

"This is the first day of rest we have had so I took the opportunity to tell you a little of the good time we are having, and as soon as possible will write again about the trip beginning tomorrow."

The *Citrograph* correspondent sends her next letter from Orlando, but describes briefly what was seen in Polk county, one of the richest of Florida's citrus areas:

"Orlando, Fla., Feb. 11, 1923.

"Today is Sunday and many went to church this morning, and are preparing to go for a ride this afternoon to see Orlando.

In Polk County

"Yesterday we had a perfectly delightful time. We took the train yesterday morning for Lakeland, arriving there about nine o'clock. Machines met us there and took us over beautiful country roads to Bartow. Pretty girls met us with flowers. Each one of us was presented with a bunch of sweet peas. Next we were taken to one of the largest packing houses in the world. It is that of the Winter Haven Citrus association.

"Our next stop was at the lovely home of Mr. Scott, which is situated on one of Florida's numerous lakes. His home is surrounded by large trees covered with moss. Mr. Scott picked grapefruit for us and we all longed for a home beside a lake like his. Mrs. Scott, his pretty wife, was disappointed not to have us stay longer, but our time was very limited and we had to rush on to Florence Villa. There we had a delightful dinner served in the pretty little pink and white dining room of the hotel. John F. May, president of the Winter Haven Board of Trade, was chairman, and Dr. Ross, president of the Florida Citrus Exchange, gave a short, interesting talk. 'Colonel' Roeding, as he has been named down here, also gave an interesting speech in which he emphasized the fact that Florida has too great a number of varieties of oranges.

"We had to hurry away from Florence Villa, much to our regret, as it was getting late and there was much more to see.

"In the afternoon we drove through miles of citrus groves.

"In the evening we arrived in Haynes City, where we have another typical southern meal, and more speeches of welcome. All we need here is more time. We had to leave Haynes City in a hurry in order to catch our train for Orlando.

"We arrived at Orlando last night, Feb. 10. at ten o'clock, a tired, but happy crowd.

"The lakes are perfectly beautiful. We were told that within an area of about five square miles there are about 100 lakes. Florida has a great future as she has so much natural beauty and all she needs is someone to build her up as California has been built up.

"Everybody is feeling fine except for a few colds, and we all think more of Florida than we did the first day we landed.

"The last letter I sent you was written Sunday morning. Sunday afternoon machines called for us and we were driven all about the beautiful little city. In the evening we were taken to Windemere, about 12 miles from Orlando. At Pine Tree Inn we saw a beautiful sunset on the lake and had another chicken dinner. R. F. Maguire, an attorney and also president of the chamber of commerce, was toastmaster. There followed interesting speeches by men of Orlando and California. After the pleasant evening was over we were taken back to our hotels in Orlando.

"At nine o'clock Monday morning we were off again to see more of Florida's packing houses and citrus trees. At a little town of Ocoee the people showed their hospitality and received us with cooling drinks of grapefruit and orange juices. Some members of the party were presented with heads of Iceberg lettuce. It grows very large here and is certainly lovely lettuce.

"Our next stop was at the Tildenville packing house of the Florida Citrus Exchange. After going through the packing house ladies served us grapefruit salad, orange juice and cakes. Everyone we met helped to make our trip pleasant for us. At L. W. Tilden's Black Lake grove Mr. Roeding pruned two small trees.

"On our way to lunch we stopped at the lovely home of Mr. and Mrs. C. F. Mather Smith of Chicago. It was situated on one of Florida's beautiful lakes and surrounded with orange groves.

"We had lunch at the West Orange Country club, which was owned by the Smiths. Mrs. Smith was toastmistress. Then followed more speeches by Floridians and Californians. A few of the party experienced some real thrills when they had a ride in Mrs. Smith's Marmon roadster. Speed cops don't worry her much. Evidently they do not jail speeders here, or she would spend most of her time behind the bars.

"In the afternoon we were driven out to Winter Park where we saw the mother tree of the Temple orange. After seeing some of the most beautiful scenery in Florida we were taken to the Orlando Country club. It is very warm here so we ate dinner out on a screen porch. We then adjourned inside where we all enjoyed to the utmost the program that had been prepared. At the end of the evening we all pronounced it as the best yet. We all have a warm place in our hearts for the big hearted people of Florida who have done all in their power to make this trip a success.

"Yesterday (Tuesday) morning machines called for the party to take them to Sanford."

The Californians were the guests of the Orange County Chamber of Commerce, the Florida Citrus Fruit Exchange and the Fruitmen's club of Orlando and they were royally entertained. Karl Lehmann of the Orange County Chamber of Commerce; L. A. Hakes, manager of the Citrus Sub-exchange; Frank W. Skelly of the American Fruit Growers, Inc., and Lawrence Gentile, president Fruitman's club, all assisted in the welcome. Mayor Duckworth of Orlando extended the welcome of the city officially and response was made on behalf of the Californians by C. C. Barr of Whittier. Mr. Barr told how deeply the visitors were impressed with the cordiality of the Florida people. Response was made to his address by H. W. Barr of Orlando, a brother of C. C. Barr.

It was at this place that the mock trial of Dr. Barrett was conducted.

In Lake County

At Sanford every possible courtesy was extended. A reception was held in the evening shortly after arrival in which city government and civic societies participated. The next morning a motor car conducted them through a country wonderfully developed agriculturally. Luncheon was served at the Country club. A complimentary banquet was given at night in the Valdez Hotel. Addresses were made by the mayor and officers of the chambers of commerce in the vicinity.

The next morning the party left for Volusia county and then went to DeLand via the Clyde line, the St. John's river trip having been arranged as a novelty for the guests. The DeLand Commercial club was host here, escorting the visitors about and serving them a dinner.

On this itinerary the party before it disbanded visited Hillsboro, Manatee. Pinellas, Polk, Orange, Lake and Volusia counties. Others inspected orange sections along the east coast on the way to Palm Beach.

Here are a few of the paragraphs taken from *"Howdy Neighbors,"* published as a welcome to the California party:

We note you brought a real "Barr" with you. We are all strong for him, he's bound to be a fine fellow if he is a brother of our own H. W. Barr. Welcome C. C. of Whittier, you are among home folks down here.

We hail with delight the rumor that Fred Stebler of Riverside, manufacturer of packing house machinery, has perfected a machine that will produce a squirtless grapefruit and that with each case he will provide an insurance policy in the form of a portable bathtub.

We hope that D. W. Coolidge of Pasadena, proprietor of the Rare Plant Nursery, will soon perfect his experiment on crossing the cactus and vermicelli from which it is reported he expects to produce a non-skid macaroni.

An "utterly" hopeless booster for the great Joaquin section of California is appropriately named C. C. Utt who heads the immense San Joaquin Fruit Company at Tustin.

My Impressions of Florida

By George C. Roeding

Chairman of the California Citrus party which has just completed a tour of the state of Florida

IN response to your letter asking for my views of Florida as a result of a month's observation, I want to say that it gives me much pleasure to reply to your request.

As far as our party is concerned, I think that I can speak not only for myself, but also for the other members of the Citrus Party from California, that all of us are deeply appreciative of the joint efforts of your editor and of Mr. E. A. Street, editor of the California Citrograph, to bring about this visit of Californians to Florida, to see for ourselves just what was being done toward the upbuilding of this state in agriculture and horticulture, and I may say, by the way, in connection with this, how you are taking care of the Eastern and Middle Western winter tourist.

These latter are evidently beginning to recognize the great value of your state during the winter months, as a typical summer resort.

I am referring to this more particularly at this time because I think I see very clearly that it is this so called tourist who has been coming here for a short period each season, and then returning to his home, who is finally going to become one of your permanent residents.

First Tourists, then Residents

I think it is safe to say in a measure that most of the upbuilding of California, and the remarkable progress which has been made there in the last two decades has been largely due to the influx of people from the outside, who have recognized after they have been in the state a short time what remarkable possibilities it possesses.

To begin with, in California we first had the pioneers who came here for the purpose of seeking gold, then came the great cattle rangers, following this the wheat farmers, and finally the men who resorted to more intensive farming and who cut up the large holdings of land into small tracts. These men were largely responsible in a way for the engaging of men with large capital to take up fruit growing because of its commercial aspects which they saw would eventually develop all of which has today been fully realized, because California stands out as a great empire, its fruit output including fruit products totalling $300,000.000 annually, a million dollars practically for every working day of the entire year.

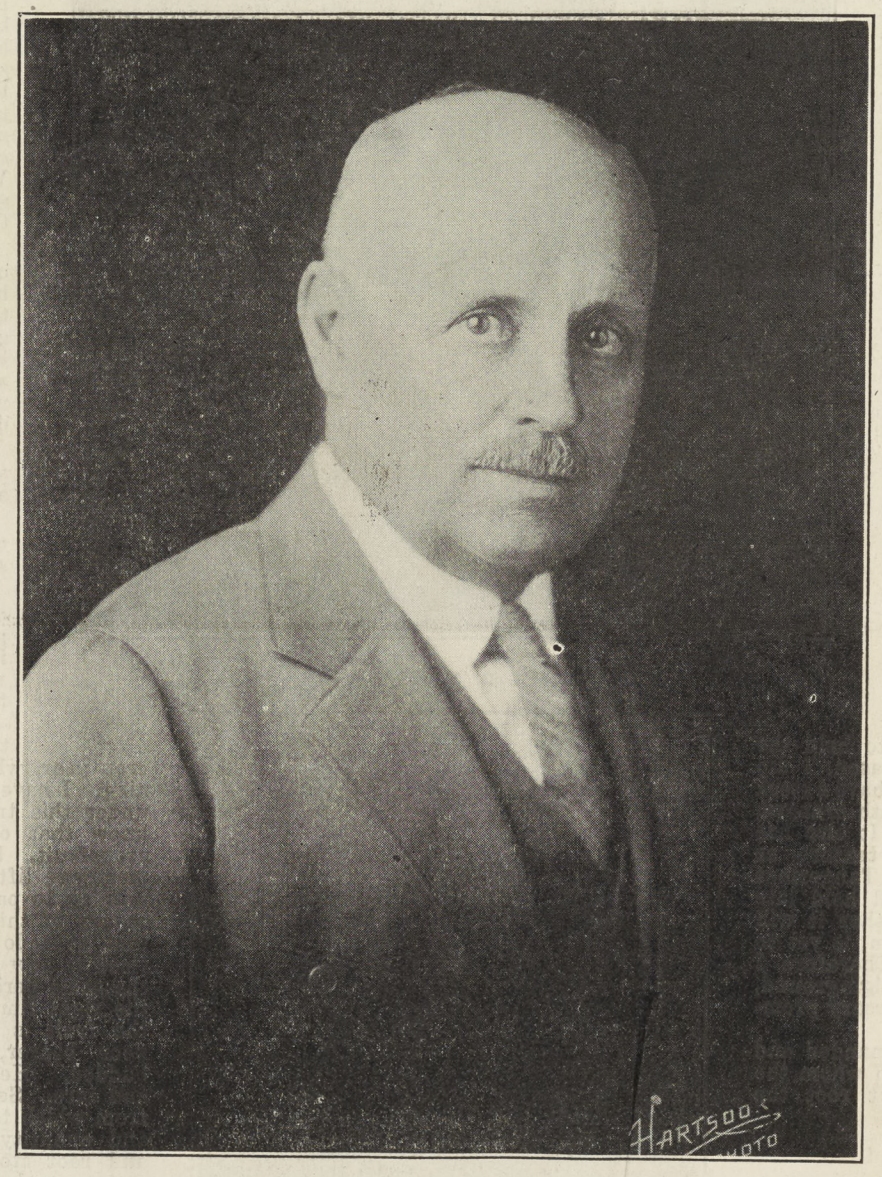
What we are interested in, however, is not what California is doing, but what is the future of agriculture and horticulture in Florida. Just for a minute allow me to make a comparison between the two states.

As a result of a five years' civil war Florida unquestionably suffered a very severe setback. People who heard anything about Florida regarded it as a great waste of sand, or, where this condition did not exist, they imagined it a great area covered with swamps and lagoons, infested with alligators and dangerous reptiles. Where problems so great confronted the present generation according to the stories that were promulgated, the impression was conveyed that it would be the next generation, because of greater increased population, who would necessarily develop Florida rather than the present one which has always been so seriously handicapped.

I may say that in a measure this was the thought (we have the habit of picturing places before we see them) that circulated through my mind, and I presume through the minds of the rest of the California party.

Editor's Note—George C. Roeding, chairman of the recent party of Californians who visited Florida on a "believing voyage" is one of California's outstanding figures. For nearly forty years he has been identified with the largest nursery interests in his native state. He is also a big fruit grower. He introduced the Blastophaga, a minute insect which fertilizes the fig in California and has at all times been in every movement for progress. During the World War he was a member of the National Advisory Board and served state and nation in many responsible positions. As an illustration of the kind of man he is, the editor was informed that he collected millions of peach pits for charcoal to be used in gas masks and the Government sent him a check for $50,000 for his work. This check was indorsed and returned to the Government with the statement that he engaged in the undertaking without any intention of accepting any renumeration for his services. Anyhow it only shows that Mr. Roeding is a man who puts patriotism above price.

Physically he is a big man of the Roosevelt type, with a genial smile and perfect self control. As a speaker he is there with the goods and made thousands of friends during his stay in Florida by his willingness to admit the attractions and opportunities of the south.



George C. Roeding

Sees the South Florida Fair

How quickly were we disillusioned!

We landed at Tampa on the 6th of February, and I must concede that it was a very fortunate thing indeed that the annual South Florida Fair was then being held there.

It did not take me long when I saw the many exhibits and their great variety, the enthusiasm on the part of those who had the Fair in charge, particularly President Wm. G. Brorein and General Manager P. T. Strieder, the readiness to give information about what they were doing and what they expected to do in the future by the exhibitors, judges and county agents, until I became thoroughly convinced that Florida was in the game to stay, and that it had a most remarkable future not only in the cattle and dairying business, but more so in trucking and fruit growing.

In this I saw it occupied a most independent position, growing things at a season of the year when it possessed what might be termed an absolute monopoly.

It is quite true that there are problems that confront you. The very fact that these problems are not more serious than they have been is responsible for the fact that you are referring to California as the guide to show you how to do things, when as a matter of fact, Florida being a much older state, California should have been your pupil.

The early Western pioneers had hard and difficult problems. Those who have succeeded them in the various lines of effort depending upon the soil for a living had even harder problems to overcome before they were successful, but the great Western spirit prevailed and today California's position as a great agricultural and horticultural state, bringing with it many lines of manufacturing because of the power development and our oil production (all of which have grown in the last two decades) establish the state in a position which causes it to be recognized as one of the greatest states in the Union.

I am referring to this again, not because I am trying to show California's superiority over Florida, but for the purpose of outlining what can be accomplished in your state with the right kind of effort back of it.

Oranges and Vegetables

One only needs to go from Tampa to Palmetto and Bradentown, touching for a few moments on the great watering place St. Petersburg, and returning by rail to Tampa, and going from there to Lakeland, through Polk, Orange, Lake, Seminole and Volusia counties, to be forced to believe, whether one wants to admit it or not, that there is a great wave of prosperity coming to Florida. It is already there.

It is in evidence when one drives hour after hour through the magnificent orange and grapefruit groves of Polk, Orange and Lake counties, when one sees in these same counties great fields of lettuce and cucumbers, and then again in Sanford with its immense acreage of celery.

The towns and cities in this area with their well laid out and well paved streets, the many fine homes surrounded with beautiful gardens, the excellent county and state roads give ample testimony that the people who are living in Florida not only enjoy its climate but are also well impressed with its future, and are providing for it along modern and constructive lines.

To come right down to brass tacks, in a few words, Florida is being overwhelmed with a great wave of outside people who appreciate its possibilities and who are sure to push aside those who have lived here for years and who do not believe in progress; and who will build up just as they have done in California another empire which is bound to be recognized, if I am not badly mistaken, as standing next to California in agriculture and horticulture. culture and horticulture.

As a result of this progress, the Southern Spirit is going to arise and in this state, the most southern point in the union of states, make the "Spirit of the South" in all the southern states as much of a byword as the "Spirit of the West," which I think I am safe in saying centralizes in California.

Should Standardize Varieties

I have been speaking largely in generalities. Now for a few facts.

Your citrus industry has been going along for years now without apparently any great leader, and one is badly needed, according to my views, at the present time.

To be sure you are making money now. And as a result of it exploitation schemes in which large plantings of citrus are being made for non residents, are being promoted.

Too many promiscous plantings of citrus trees are being made, and I am sorry to say that varieties are largely a matter of indifference, although I am willing to concede that you have some very good varieties.

Having been engaged in the nursery and fruit business for a great many years I think I am in a position to analyze the situation more clearly than the average man who has only been engaged in one line of endeavor in fruit culture.

You will admit that California is your great fruit rival.

You will also admit that you are trying to copy our methods.

This is good as far as it goes, but I do not hesitate to say that in your methods of culture and in the matter of varieties, you must work out your own salvation.

You cannot copy our methods, because as a whole neither our varieties nor our cultural methods will fit in with your conditions. If you want a guide California can set a most excellent example for you to follow when you know that in the matter of varieties of oranges, lemons and grapefruit, our immense output of all these fruits, namely 30,000,000 boxes every year is centered into five varieties, and that scientific methods are being very closely followed to make these better than they are.

At the Fair in Tampa, if my memory serves me correctly, I saw more than 50 varieties of oranges, 20 varieties of grapefruit, 5 or 6 varieties of limes and a few varieties of lemons. It is quite evident that the growing of lemons in Florida has nothing to recommend it.

So there is no need to consider this particular fruit in my arraignment of what you are doing. You had better take time by the forelock, reduce your varieties to a minimum and then bring them up to the very highest possible standard.

The same may be said of your vegetable industry.

Standardize certain varieties! And after you have once proved their value, make them stand out in your advertising campaigns and back these up by putting up nothing except the very highest grade stuff, and connect this up with proper marketing methods and you will establish your position beyond any question of doubt.

East Coast and Everglades

One of the most interesting things about Florida after you leave the section already referred to and ramble around Palm Beach, Dade, Monroe, Broward and St. Lucie counties is to see the wonderful possibilities of growing tropical fruits.

Here the mango, the avocado, the cocoanut palm, the cherimoya and other fruits of the same character grow and produce quite abundantly, giving the best of evidence that here is another field of endeavor very promising indeed for Florida.

The most interesting problems of culture, on soils which are apparently worthless to the casual observer, were being solved and successfully so.

To my mind the biggest thing in Florida today is the Everglades section.

When I heard of the Everglades the impression which was conveyed to my mind and to which I have already referred earlier in this article, was that it was a place fit only for alligators and other reptiles and wild animals and not at all fit for human habitation. In looking over these lands with some citizens who live in their vicinity they referred to them as "MUCK."

And I naturally expected to see some sort of congealed soil unfit for cultivation. To say that I was completely taken off my feet when I saw these lands is merely a mild expression. I was absolutely amazed at their extent and the remarkable possibilities back of the Everglades. With the county agent of Palm Beach county, Mr. J. Albert Dew, I motored out from West Palm Beach about 25 miles and then boarded a motor boat and rode up the West Palm Beach canal a distance of over 20 miles to Lake Okeechobee, and as far as the eye could reach on both sides of the canal one could see nothing but an immense vista with hardly a tree in sight, and the soil which was under constant observation as we passed up the canal was "PEAT," varying in depth from 6 to 12 feet!

I saw sugar cane growing close to Lake Okeechobee that I would venture to say would produce from 90 to 100 tons to the acre; beans and peas which looked like alfalfa fields, ample verification of the remarkable productivity of this wonderful body of land.

Steps have already been taken to drain it. Millions of dollars have been spent, but thus far very little has been accomplished. This is largely due to the almost level character of the country and the small fall of the canals which apparently in the heavy rainfalls of the late summer and early autumn of the year become a part of a great inland lake.

I am just as well satisfied as can be that these lands, the richest in Florida, can be redeemed, but if the present methods are followed in which the various political subdivisions are all pulling for a slice of something for themselves, many more millions will be expended without accomplishing much on behalf of the property holders.

Some plan of drainage should be undertaken on an acreage of say 100,000 first, and the success of the venture should be fully established over a period of years, and with this done then the larger area comprising several million acres should be made available for cultivation.

In conclusion allow me to say that Florida has a future, particularly in the northern section for persimmons and the pecan nut culture, and there may be other things that will fit in where fruit trees adapted to a more temperate climate will find congenial conditions for their successful and profitable growing.

After all is said and done the success and great possibilities of a state are both dependent upon man power, that power must be exercised along intelligent lines combining scientific and practical procedure, not by people who are going to live in some other section of the country and depend upon promoters to put their houses in order and make homes for them, but by people who are going to become parcel and part of the country themselves, and who are going to build up by their individual efforts the remarkable resources of this magnificent state.

Should Abolish Free Range

As a postscript I would add—If there is one thing that is going to promote the cattle and dairy industry along the right lines it is to be hoped that the present legislature will enact what you call a "no fence" law, meaning no fences for the farmer and grove owner, but for the cattle.

Your lawmakers should force the men who own the range cattle not only to eradicate some of the pests they are infested with, but in addition to this should recognize the rights of those who are trying to promote the cattle and dairy industry along the right lines—in other words the intensive farmer, whose voice is very often lost when he goes to the polls by the men and organizations who are strong enough to promote legislation on their own behalf, having little regard for their fellow citizen, because he happens to be a "little fellow."

Florida Vegetables And Grapefruit Lead

"There is no question but what you have the monopoly on growing vegetables in the winter and grapefruit", said George C. Roeding, California fruit grower and nurseryman and chairman of a committee from the California Citrus Exchange which has been touring Florida to investigate fruit growing here. Mr. Roeding arrived in West Palm Beach last night accompanied by Mrs. Roeding and expects to stay here three days before continuing his tour to Miami, Key West and Cuba.

Mr. Roeding said he had heard Florida was coming to the front in citrus fruit raising but had no idea of the progress in that line made here until his present visit. He is a prominent grower in California and has 160 acres in oranges and 70 acres in olives there, he says, besides being a grower of pears, peaches, and other fruits. Mr. Roeding is also said to be one of the largest nurserymen in California and is keenly interested in the nursery business in this state.

The party of about sixty Californians which arrived at Tampa February 6 and has since been touring the state, broke up at De Land recently, but most of its members are still in Florida and a number of them passed through here yesterday on their way south.

Palm Beach Post
Feb. 18, 1923

CULTIVATOR May 12, 1923

Roeding in Florida

AFTER accompanying the California party on its trip through Florida George C. Roeding gave "My Impressions of Florida" in the Florida Grower. Mr. Roeding refers to his trips in various parts of the state, touching particularly upon oranges, grapefruit and vegetables. Mr. Roeding is rather caustic with the legislature of Florida because of the fact that razor backs and various other kinds of livestock find pasturage on the streets of its cities and along highways through the palmetto swamps. Florida is desperately behind in this matter of ranging stock on the highways. We Californians should not say too much, however, for a stone might drop through our glass roof if Florida should visit some counties of this state. Regarding the fruits and the upbuilding of Florida Mr. Roeding says:

To come right down to brass tacks, in a few words, Florida is being overwhelmed with a great wave of outside people who appreciate its possibilities and who are sure to push aside those who have lived here for years and who do not believe in progress, and who will build up just as they have done in California another empire which is bound to be recognized, if I am not badly mistaken, as standing next to California in agriculture and horticulture.

As a result of this progress, the Southern spirit is going to arise, and in this state, the most southern point in the union of states, make the "spirit of the South" as evident as the "spirit of the West," which I think I am safe in saying centers in California.

Should Standardize Varieties

I have been speaking largely in generalities. Now for a few facts.

Your citrus industry has been going along for years now without apparently any great leader, and one is badly needed, according to my views, at the present time.

To be sure you are making money now. And as a result of it exploitation schemes in which large plantings of citrus are being made for non residents are being promoted.

Too many promiscuous plantings of citrus trees are being made, and I am sorry to say that varieties are largely a matter of indifference, although I am willing to concede that you have some very good varieties.

Having been engaged in the nursery and fruit business for a great many years I think I am in a position to analyze the situation more clearly than the average man who has only been engaged in one line of endeavor in fruit culture.

You will admit that California is your great fruit rival.

You will also admit that you are trying to copy our methods.

This is good so far as it goes, but I do not hesitate to say that in your methods of culture and in the matter of varieties, you must work out your own salvation.

You cannot copy our methods, because as a whole neither our varieties nor our cultural methods will fit in with your conditions. If you want a guide California can set a most excellent example for you to follow when you know that in the matter of varieties of oranges, lemons and grapefruit, our immense output of citrus fruits, namely 30,000,000 boxes every year, is centered in five varieties, and that scientific methods are being very closely followed to make these better than they are.

At the fair in Tampa, if my memory serves me correctly, I saw more than 50 varieties of oranges, 20 varieties of grapefruit, five or six varieties of limes and a few varieties of lemons. It is quite evident that the growing of lemons in Florida has nothing to recommend it.

So there is no need to consider this particular fruit in my arraignment of what you are doing. You had better take time by the forelock, reduce your varieties to a minimum and then bring them up to the very highest possible standard.

The same may be said of your vegetable industry.

Standardize certain varieties! And after you have once proved their value, make them stand out in your advertising campaigns and back these up by putting up nothing except the very highest grade stuff, and connect this up with proper marketing methods and you will establish your position beyond any question of doubt.

CALIFORNIA PARTY PAID CLERMONT VISIT TUESDAY

Headed by that prince of entertainers, W. B. Powell, secretary of the Lake County Chamber of Commerce, the California party which is making a tour of Florida, paid Clermont a short visit Tuesday afternoon.

Ice cold orange punch was served the visitors and a bunch of violets given each one. The ladies in charge of the refreshment booth were: Mrs. L. L. Hendry, Mrs. Myrtis Seabrook and Misses Mamie Smedley and Gladys Keene.

The party was then taken for a drive through the Heights and over the new road to the Log House, and thence departed for Sanford, going via Minneola, Tavares and Mt. Dora, the Seminole county hosts meeting them at Wekiva river bridge.

The following are the names of those in the party:

Mrs. Emma Bishop, C. E. Utt and wife; R. S. Anderson; D. F. Campbell and wife; L. C. Flippen and wife; W. S. Hill and wife; and L. W. Hemphill and wife, all of Orange, Cal.: E. W. Gerry and wife, Daniel Emmett and wife, and Dr. J. W. Bean and wife, all of Ventura: E. I. Ames and wife; D. W. Coolidge, Miss Boltinhouse and Miss Trull, all of Pasadena: A. C. Watts and T. Ashton Fry, of Hollywood: Dr. J. T. Barrett, Fred Stebler and wife, C. C. Arnold, Wm. Parr and wife, and J. W. Covert, all of Riverside: Mrs. M. H. Wibers, Riviera: R. M. Fay and wife, Anaheim; L. C. Barr, W. H. Smiley, Mrs. Alice Hutchinson and A. Wardman and wife, Whittier: Mrs. A. D. Clayton, Santa Anna: Mrs. L. C. Hart, Los Angeles: G. C. Roeding and wife, San Francisco: Harrison Kerrick, Colton: E. E. Goodale, Lemon Cove: W. F. Christ and wife, El Modena: andD. W. Roberts and wife, Fullerton.

Clermont (Fla) Press
1923

CALIFORNIANS CAME THROUGH TUESDAY

The California party composed of fifty-one members, that have been touring Florida, were guests of Lake county on Tuesday. After partaking of a sumptuous luncheon at Eustis, the party in ten cars then embarked in a tour of the county, going to Leesburg, Fruitland Park, Groveland, Clermont, Mt. Dora and on to Sanford. Secretary Powell led the party which arrived at Groveland at three thirty, but on account of the fast schedule which had to be maintained, they had only about a minute here.

Mr. George C. Roeding, of Fresno, California, proprietor of the largest deciduous nursery in the world, talks very delightedly about the cooperation between the two greatest citrus producing states of the Union and also compliments the Florida people upon their fine hospitality.

Groveland (Fla) Graphic
1923

CALIFORNIANS ENTERTAINED AT LUNCHEON

AT THE FOUNTAIN INN. VISITORS ARE DELIGHTED WITH LAKE COUNTY AND THE HOSPITALITY OF HER PEOPLE

The California visitors reached Lake county as per schedule announced several days ago, and were met at Mt. Dora by a delegation of representative citizens, officers and members of the Lake county chamber of commerce, of the Eustis chamber of commerce and of other civic organizations of the county. Also a number of the largest citrus growers of the county were in the welcoming party. The visitors being citrus growers themselves, and the object of their visit to Florida being primarily to study citrus conditions, methods of culture, soil, marketing, etc., in this state, it was deemed proper that the committee be composed largely of men interested in citrus fruits. After a stop in Mt. Dora the visitors came to Eustis, where luncheon was prepared for them, their escorts and a number of Eustis citizens, including the members of the Tuesday Noonday Club. General Blanding, of Leesburg, manager of the Exchange of this district, acted as toastmaster, and in short but appropriate speeches introduced the speakers in turn.

R. P. Burton, president of the Lake county chamber of commerce, was the principal resident speaker. Mr. Burton spent a number of years in California and is conversant with conditions of the citrus industry in that state as well as at home. Mr. Burton's welcome to the visitors was responded to by Mr. C. E. Utt, of Tustin, Calif., who made quite a hit with the audience by saying that Florida had pushed California off the boards, and that his state was making a frantic effort to catch up. He only claimed supremacy for his state in one particular and that was the big trees. He said that formerly his state stood preeminent in the number of liars and the size of the lies, but again that Florida had demonstrated her capacity to keep abreast or take the lead. Judge Charles C. Arnold, of Riverside, Calif., made a strong plea for co-operation between the two citrus growing states, especially in the matter of advertising. He said that the interests of the two sections were mutual, not competitive and antagonistic. Col. George C. Roeding, of Fresno, in a strong speech told the citrus growers of Florida that they had much to learn, or at least to put into practice, before they realized the full measure of success to which they were entitled. Col. Roeding said that it cost the Florida grower less than half as much to grow oranges as it did the California grower, and that, contrary to general belief, Florida produced more fruit per tree than California. He intimated that one of the chief obstacles in the way of the Florida producer was inefficient marketing methods. He pleaded for a few standard varieties of fruit to the exclusion of a number of new varieties which some promoter is trying to introduce and foist on the buying public. All of the speakers said that there was no comparison between the Florida grapefruit and those grown in California; that California might spend three million dollars trying to advertise their grapefruit and convince the public that it was as good as the Florida fruit, but that the money would be thrown away and they would only advertise themselves as liars. It was admitted by all that California had a practical monopoly on the lemon trade and that Florida had no competitor in grapefruit.

The meeting as a whole was a most enjoyable one. Columns could be written and yet not do it justice.

After luncheon the party was shown over the town by a committee of Eustis citizens. They expressed great surprise when told the actual population of Eustis, saying that the public improvements, beautiful residences and well kept lawns, and numerous evidences of civic pride did credit to a city of 10,000 people. Each visitor was presented with a jar of Lake Yale grapefruit marmalade, manufactured by the Lake Yale Orange Co., of Eustis, a jar of marmalade spread, made by the Citrus Products Co., of Lake Jem, a Waterman's Ideal fountain pen, by the Fountain Inn Co., and souevnir post cards by the city of Eustis.

Of no little interest to the visitors were four large black bass, weighing respectively, 9.5, 11.3, 14.3 and 16.1 pounds. The fish were caught yesterday out of a nearby lake and preserved on ice for the inspection of the visitors. One Californian remarked that the fish looked good as they were, but if they had been baked and put on the table at luncheon they would have looked better to him. The party went from Eustis to Leesburg and from thence to most of the principal towns in the county. There were nearly forty Lake county cars in the motor cade. At the Wekiwa bridge the visitors were turned over to a delegation of Seminole county citizens.

The Californians registering at the Fountain Inn were as follows:

W. F. Crist, E. I. Ames, C. C. Barr, Mrs. Wm. S. Hill, Mrs. E. I. Ames, A. Wardman, Con O'Lee, Mrs. W. F. Crist, Mrs. Geo. C. Roeding, C. E. Utt, D. T. Campbell, L. W. Hemphill and wife, Chas. Hamburg, Mr. and Mrs. R. M. Fay, J. T. Barrett, General C. Roeding, Edward W. Gerry, Mrs. Alice J. Hutchinson, Mrs. A. Wardman, Mrs. C. E. Utt, Mrs. Emma H. Bishop, Mrs. Millicent H. Wiebers, Mrs. D. T. Campbell, Mrs. V. W. Roberts, Mrs. R. M. Fay, Mrs. Lucien C. Flippen, Charles C. Arnold, V. W. Roberts, Lucien Flippen, Harrison Kerrick, W. S. Hill R. S. Anderson and J. W. Covert.

Eustis Lake Region
Fla. 1923

Colonel Roeding's Speech.

Doubtless a great many citrus growers of this state have heard, in substance, the speech that Colonel Roeding delivered at the luncheon at the Fountain, Eustis, yesterday. But even if he made that speech at every stop the Californians made during their trip through Florida it could not, by that means alone, have been given the publicity it deserves. It ought to be read, or heard, studied and practiced by every grower of citrus fruit in the state of Florida. Col. Roeding told his audience in plain language, just where the Florida growers are weak and where they are strong. He told them that they were not living up to their possibilities and that they would remain in the rear of the procession until they adopted more advanced methods and applied them to the conduct of their business. He said that the main trouble with the Florida people was that they had had things too easy in the development of their business. He said that California had to fight for every inch of the ground she now held; that it cost a California grower twice as much to produce his fruit as it did a Florida grower. He said that until such time as the Floridian waked up to the fact that he was using antiquated methods in producing and marketing his product he was not living up to the opportunities that were his, and that the time to start on the right road was NOW. Col. Roeding's speech made a deep impression on his Eustis hearers and it is to be hoped that the impression will be acted upon by the citrus men who heard him, and that the truths told by him will be scattered broadcast throughout Lake county.

Daily Lake Region
Fla. Feb. 14, 1923

CALIFORNIANS MAKE STUDY OF CITRUS METHODS--LUNCH AT EUSTIS

"Better and Better, Day by Day," Say the Visitors As They Enjoy Lake County.

For all they live 3,000 miles away and have a misguided taste for "Sun Kist" rather than "Sealdsweet" oranges, those Californians were very agreeable folks, and most acceptable luncheon guests at the Fountain Inn, of the Eustis Noonday Club Tuesday.

And Eustis played host splendidly, with 200 in the big well-lighted dining room, and well prepared and well served menu.

As the guests entered the Eustis Woman's Club had cold fruit juice for them, and at one side was a display of the finest products of Lake county groves. Also of our lakes, for a party had brought in the day previous from Lake Eustis four bigmouth bass, weighing respectfully 16.1, 14.8, 11.3 and 9.8 pounds; and these reposing on beds of lettuce drew exclamations of delight from the western ladies, and probably more suppressed envy from the male visitors.

As 34 California guests registered they were given as a souvenir a fountain pen by the Fountain Inn management, and little containers of fancy marmalade from the Lake Jem and Lake Yale canneries. During the soup course Sec'y. Powell presented the fish above mentioned, and his own exploited fish with the tobacco habit, and as the desert was served General A. L. Blanding introduced R. P. Burton of Emeralda who spoke from experience in citrus culture in both California and Florida. Mr. C. E. Utt of Tustin California was spokesman for the day for the visitors, bearing his part with cleverness and humor, complimenting the Lake Region on its unexpected prettiness, and acknowledging that the Californians were pleased with its oranges. Judge Chas. A. Arnold of Riverside spoke on commity and cooperation, and Mayor Kennedy of Eustis made one of the best welcome speeches it has been the pleasure of the writer to hear recently. General Blanding here presented a Lake county lemon to Col. Geo. C. Roeding of Fresno, and the latter in his response gave some of the finest advice that we have heard, backed by the long experience of California's most noted horticulturist. Col. Roeding brought the Smyrna fig to America, then brought the blastophagus insect to fertilize them; also imported the finest varieties of French prunes and Syrian and Persian grapes, and is head of the most noted nursery of the Pacific Coast. Col. Roeding said, "Your conditions in Florida are in many ways superior to ours. You have things too easy in Florida. You can grow citrus fruit for perhaps one half what it costs us to raise it. We acknowledge your supremacy in grapefruit. But to hold your lead you must get down to the scientific methods of production as we have had to do in California." He suggested that we concentrate on fewer varieties of citrus, and perfect them, developing to the best possible production the types that the consumer demands. "The final decision is with the consumer" he said. Your groves on the whole look finer than ours. Your trees produce more per tree than ours.

A letter of greeting from E. L. Ferran, president of the chamber of commerce was read by the toastmaster, and the party started on its hundred mile spin to Leesburg, Mascotte, Minneola, Groveland, Clermont, Tavares, Mt. Dora and the Seminole county line.

Many remarks of the visitors among themselves showed appreciation of the hospitality shown them by the county, and their enjoyment of the motor trip. The party was made up of leaders in the citrus production through the main citrus district, with Col. Roeding from Fresno, further north in the rasin and fig and prune country, many being accompanied by their wives.

Tavares (Fla) Citizen
1923

VISITING CITRUS GROWERS OF CALIFORNIA WERE MET AT WEKIWA RIVER YESTERDAY BY SANFORD DELEGATION

Taken to the Valdez Hotel Where an Informal Reception Was Held—Big Day is Planned for Them and a Big Night.

In the rays of the gorgeous Florida sun setting in the west and casting its reflection on the faces of our California visitors the reception committee of the Sanford Chamber of Commerce under the guidance of Secretary Pearman in the Scout Car of Edward Lane, met the California delegation on the Lake county side of the Wekiwa river yesterday afternoon about six o'clock and whirled them through the suburbs into the bustling city of Sanford where the big banners stretched across the streets "Welcome California" that touched the hearts of the westerners.

They were taken to the Valdez Hotel which is headquarters while they are here and were not tired by any receptions or side trips but after they had lunched they were met by a delgation of Sanford citizens and informally welcomed to the city in the lobby of the hotel and were made to feel at home. The lobby of the hotel was piled with grapefruit and oranges, celery and lettuce and the visitors will be given all the fruit and vegetables they can eat while they are in Sanford.

This morning they were taken in cars to all points of interest on the east and west sides where the vegetable farms are in operation and will be shown through the cold storage plant of the Farmer's Exchange on the east side and the immense icing plant of the Southern Utilities Co., on the west side and the farming operations and if there is time they will visit some of the citrus groves. At noon they were taken to the Country Club where the party rested in one of the loveliest spots in the state of Florida. Here the ladies met them and served a buffet luncheon and the visitors played golf and inspected the links and the surroundings and the adjoining groves as the Country Club is situated in an orange grove.

This afternoon the visitors will be brought back to the hotel and tonight at seven there will be a band concert in front of the Valdez Hotel and at eight o'clock the regular montnly meeting of the Chamber of Commerce and banquet will be held at which meeting the California visitors will be the guests.

The folowing program will be carried out at tonight's banquet:

F. C. MacMahon, song leader.

Mrs. Seth Woodruff, Accompanist.

America.

Invocation—Dr. E. D. Brownlee.

Group Singing.

Solo—Selected—Mrs. Aspinwall Takach. (

Group Singing.

Duet—Selected—Mrs. Takach and Mrs. Leake.

Solo—Selected—Mrs. W. S. Leake.

Group singing.

A. P. Connelly, President Sanford Chamber of Commerce, presiding.

Address of Welcome, Hon. Forrest Lake, Mayor.

Response—Geo. C. Roedding, San Francisco, Calif.

Introduction of visitors.

Addresses by members California party.

Hon. F. P. Forster, President First National Bank.

D. L. Thrasher, President Rotary Club.

J. G. Sharon, President Kiwanis Club.

G. F. Smith will speak on Celery Production.

Following is a list of the members of the California party:

G. C. Roedding, chairman and director of the party.

Miss Lois Boltinhouse, secretary of party.

Mrs. Emma Bishop, Orange.

C. E. Utt, Orange.

D. F. Campbell and wife, Orange.

L. C. Flippen and wife, Orange.

W. S. Hill and wife, Orange.

L. W. Hemphill and wife, Orange.

E. W. Gerry and wife, Ventura.

Daniel Emmett and wife, Ventura.

Dr. J. Bean and wife, Ventura.

E. I. Ames and wife, Pasadena.

D. W. Coolidge, Pasadena.

Miss Flora Trull, Pasadena.

A. C. Watts, Hollywood.

T. Ashton Fry, Hollywood.

Fred Stebler and wife, Riverside.

C. C. Arnold, Riverside.

Wm. Farr and wife, Riverside.

J. W. Covert, Riverside.

Mrs. M. H. Wiebrs, Rivera.

R. M. Fay and wife, Anahiem.

W. H. Smiley, Whittier.

Mrs. Alice Hutchinson, Whittier.

Mrs. L. C. Hart, Los Angeles.

G. C. Roedding and wife, San Francisco.

Harrison Kerrick, Colton.

E. E. Goodale, Lemon Cove.

W. F. Crist and wife, El Modena.

D. W. Roberts and wife, Fullerton.

Sanford (Fla) Daily Herald
Feb. 14, 1923

CALIFORNIA PARTY. The California party arrived almost as per schedule, bringing with them a little of the bad weather that followed them all the way from Los Angeles, it being quite cold and stormy on the day of their departure. They ran into a cold rain at New Orleans and so could not carry out the program arranged for them there. They arrived at Tampa in a mild rain and were five hours late so that a part of the Tampa program had to be omitted.

MEMBERS OF THE PARTY. The names and addresses of the visitors are as follows:

Mrs. Emma Bishop, Orange.
C. E. Utt and wife, Orange.
R. S. Anderson, Orange.
D. F. Campbell and wife, Orange.
L. C. Flippen and wife, Orange.
W. S. Hill and wife, Orange.
L. W. Hemphill and wife, Orange.
E. W. Gerry, Ventura.
Dr. J. W. Bean and wife, Ventura.
Daniel Emmett and wife, Ventura.
E. I. Ames and wife, Pasadena.
D. W. Coolidge, Pasadena.
Miss Boltinhouse, Pasadena.
Miss Trull, Pasadena.
A. C. Watts, Hollywood.
T. Ashton Fry, Hollywood.
Dr. J. T. Barrett, Riverside.
C. C. Arnold, Riverside.
Fred Stebler and wife, Riverside.
Wm. Farr and wife, Riverside.
J. W. Covert, Riverside.
Mrs. M. H. Wibers, Rivera.
R. M. Fay and wife, Anaheim.
W. H. Smiley, Whittier.
Mrs Alice Hutchinson, Whittier.
A. Wardman and wife, Whittier.
Mrs. A. D. Clayton, Santa Ana.
Mrs. L. C. Hart, Los Angeles.
George C. Roeding and wife, San Francisco.
Harrison Kerrick, Colton.
E. E. Goodale, Lemon Cove.
W. F. Crist and wife, El Modena.
G. C. Barr, Whittier.
D. W. Roberts and wife, Fullerton.

ITINERARY. Wednesday, the day after the arrival of the party, was California Day at the South Florida Fair and the visitors were welcomed by the Mayor and President Brorein of the South Florida Fair Association. The response was made by C. C. Arnold of Riverside. Wednesday evening the party met with Florida growers at the city hall and exchanged ideas on various problems which confront citrus fruit growers in both California and Florida. More will be printed about this next week. Thursday morning the party went to Manatee County by boat returning by train in the evening. The Manatee County people outdid themselves in their reception of the distinguished party, serving a banquet in the early evening. On Friday a trip was made to Pinellas County. On Saturday morning the party leaves for Polk County, being met at Lakeland by a Polk County delegation headed by Chas. H. Walker, of Bartow, who has charge of all the arrangements in that section. Saturday night, Sunday night, Monday and Monday night will be spent at Orlando, the program for Orange County consisting of a supper Sunday night at Windemere and sight seeing on Monday under the combined auspices of the Orange County Chamber of Commerce, the Orlando Board of Trade, the Fruitmen's Club and the Orange County Sub Exchange. They will deliver the party at the Lake County line on Tuesday morning and Lake County boosters will have them all day, carrying them to Sanford. Wednesday they will be shown around Seminole County and through the wonderful celery fields. The night will be spent at Sanford and in the morning the members will be taken to DeLand by boat, affording them a wonderful opportunity to see the tropical growth along the shores of the St. Johns River. DeLand's Commercial Club, under the leadership of Earl Brown, will show the visitors the delights of Volusia County. From here some of the party will start on the homebound trip while others will continue on to the East Coast and south.

IMPRESSIONS. So far as I could discover in conversation and in overhearing comments the members of the California delegation are very much pleased with the reception and rather astonished at the wonderful display to be seen at the South Florida Fair. It was indeed a happy time for them to come while they could see the products of so many counties gathered together under one roof. I believe that they were agreeably surprised at the fine appearance of the citrus fruit on display, the products of farm and garden, the live stock and the poultry. Last summer, at the time of the trip of the Florida party, I repeatedly told Californians I met that none of them appreciated, I felt sure, just what Florida could and was doing in the production of fruits and vegetables, and above all, what she was still capable of doing. They, some of them at least, had but very faint idea of what this state was really like. One man of the party told me that he was informed before he left that it was just about impossible to live in Florida in the summer time, that between heat and mosquitoes life was just about unbearable. Of course about one million of us know that this is not true. This man may find out for himself for he told me that he had a grove back home that he could cash in anytime at $6,000 an acre, and if he could find anything down here that suited him he might buy a bearing grove here and wanted to know what he could get one for. He was told that the price would be anywhere from $500 to $2,000 an acre, depending on location largely.

COMPARISONS. I did not really expect to find any buyer of Florida lands in the party; it just shows that you never can tell. I would not be much surprised if others were impressed with the opportunities offered here, and certainly no class of people are better able to judge land values than these fruit growers. They know that available raw citrus land in California that has water rights is very high in price in proven districts. They know that there is a certain yearly cost for water all the time, a constant charge against the property. They realize that we are much closer to markets, that we can produce fruit cheaper and perhaps some of them will in time be willing to admit that we grow as good an orange if not a better one. They are free to admit that their grapefruit is not in it with ours. They do say that we grow too many varieties of the orange, calling attention to the fact that they raise but two main varieties, navels and valencias.

COMMENTS. The leader of the party, George C. Roeding, is a very keen observer and a bright man. He is probably the leading deciduous nurseryman in California and is also a grower of oranges in the so-called northern California citrus belt, his grove being at Niles. One striking comment he made was at the Polk County exhibit, where several misshapen, deformed and otherwise unsightly fruit was on exhibition with a card attached to each stating the cause of the malformation or poor appearance. He stated that he thought such display was not only instructive but very courageous and he complimented the Polk County people on their open-mindedness.

Florida Grower
February 10, 1923

A Californian in the East

GEORGE C. ROEDING

For almost three months, George C. Roeding of the California Nurseries, Niles, Cal., has been making calls in the East, combining pleasure with business. As a matter of fact, Mr. Roeding's trip has to him been wholly a pleasurable one, but he is not averse to admitting that during his perambulations, he has learned things that to him are worth thousands of dollars.

Niles is particulalry favorable for nursery stock for it is much cooler than Los Angeles and other Southern points, but still warm enough to permit the culture of subjects that are hopeless in the East. It is in fruit that Mr. Roeding has all along specialized in and, at his Niles nurseries, he has 1000 varieties of fruit embracing not only the semi-tropical but all those of the temperate zone, including nuts, among them Chestnuts. Mr. Roeding's nursery activities take him into eight different counties. Stock that flourishes in California may not be suited to Eastern conditions, but Mr. Roeding is convinced that that there is little that cannot be grown in California.

As a glance through the catalog of the California Nurseries will show, all kinds of nursery stock including evergreens are handled on a vast scale, but Mr. Roeding aims to have the most complete nursery in America, perhaps the entire world. Having decided that he is not going to do the donkey work any more, he plans to develop what may be termed a botanical garden of nursery subjects and, in connection with the same, build up a library that will cover the subject thoroughly. As showing his intense interest in this proposition, he has spent a whole week at the Arnold Arboretum which he considers is the most wonderful garden of its kind. And not content with one whole week, he is making another trip to the Arboretum before returning home, for the sole purpose of seeing the marvellous collection of flowering Crabs. Mr. Roeding considers that the nurserymen of the East have not paid nearly enough attention to the Arnold Arboretum which is filled with good things worthy of extensive propagation.

The Arboretum Library, too, afforded him the greatest pleasure as did the Massachusetts Horticultural Society library. The officials connected with both institutions are assisting Mr. Roeding to make up his library which will embrace both new and rare books. He aims at making the library and his botanical nursery as complete as possible. At no other place will it be possible for one to study trees, etc., and have right on the place the necessary botanical works which will assist the student and tree lover. At the Arnold Arboretum and other Northern botanic gardens, it is not possible to grow everything as at Niles.

It will, of course, take many years to develop this botanical nursery, for seeds from New Zealand, Australia and other places will have to be secured; E. H. Wilson of the Arnold Arboretum will assist Mr. Roeding in his ambition to develop this wonderful nursery ground.

Without doubt Geo. C. Roeding is one of the outstanding figures in the American nursery trade; at 55 years of age he is in a position, after 30 years of most arduous work, to declare he intends to take life easy. The fact that he plans so ambitious a hobby is an indication of the type of man he is; likable to a degree, honest, fearless and keenly desirous of improving his own knowledge as well as in aiding his fellows.

May he live long to see the culmination of his desires.

Florists' Exchange
May 5 1923

CO-OPERATION IS KEYNOTE FOR CALIFORNIA AND FLORIDA, SAYS PROMINENT CALIFORNIAN

Col. George C. Roedding, Biggest Grower of Deciduous Fruit Trees, Has the Big Idea

The trip of the California growers to Florida has been productive of much good along many lines and when they return to their homes on the western slope they will know that they have been to a wonderful state and one that has many hundreds of acres in fruits and vegetables. The trip to Florida has been one big surprise to California just as the trip of the Floridians to California last summer was a surprise.

Among the Californians is an outstanding figure in the person of Col. George C. Roedding, the largest grower of deciduous fruit trees in the world—and that is going some—even for California.

Col. Roedding is a self-made man, one who has been eminently successful in his many lines of endeavor and in conversing with him one gains the idea that here is a big man and yet withal one who is extremely modest and is not prone to talk of his achievements. We learn of Col. Roedding's success through other members of the party and through the California press. Suffice to say that when he talks about citrus fruits and trees he talks about something with which he is entirely familiar. Citrus trees are a small part of his holdings in California, however, for he is known in the west as the "fig man," having brought the figs up to the high state of cultivation and the successful propagation of the kind best adapted for California. Other fruits too numerous to mention are his especial hobbies and his lands extend for many miles in various parts of the fruit growing areas of California although he calls Fresno his home.

His idea is that Florida should specialize upon certain kinds of fruit just as California does. In other words California cannot and never will raise grapefruit such as Florida raises. But Florida should cultivate a certain size of grapefruit that the markets demand. Our oranges should be planted with the idea of a seasonal variety—in other words come into the markets when the markets are not glutted with California fruit and Florida fruit at the same time.

Florida cannot grow navels and California can grow them and makes a specialty on them but Florida can grow the Danzy Tangerine, superior to California and Florida has a great future in late Valencias. An early Satsuma to be shipped in October would be a great thing for Florida, coming into the markets when California could not grow anything of the kind.

Col. Roedding also has some splendid ideas about the growing of nursery stock, having been in the business for a quarter of a century and he states that Florida must standardize on nursery stocks, getting good buds and paying the price for the same as cheap nursery stock is never the best in the long run and Florida can get good stock by planting imported seeds. California has improved the navel orange by such methods and Dr. A. D. Shamel, of the government bureau, has accomplished great results in California along the lines of experimentation and more to develop the citrus fruits than any other man in the country.

The people of Sanford will have the pleasure of hearing Col. Roedding and many of the other distinguished members of the California party at the banquet tonight and it will be a fine get together meeting of the people of the two great citrus producing states.

Sanford (Fla) Daily Herald
February 14, 1923

PRUNING DEMONSTRATION MONDAY

Monday morning at the grove of L. W. Tilden in Tildenville, George C. Roeding, California nurseryman, will give a pruning demonstration. The demonstration is expected to provide an interesting comparison of methods and promises to be one of the instructive features of the visit of the party of Californians in Orange county.

CALIFORNIANS TALK DIRECT TO PACIFIC COAST OVER THE WIRE

ORLANDO, Feb. 12.—There's more than one way to express "howdy, neighbors" than to print a small pamphlet by that name to give Orlando's California visitors. The local Western Union Telegraph office has a way of its own.

Saturday morning a direct wire, something like 3,000 miles in length, was established with Los Angeles, Cal., to handle fast messages for the benefit of the visitors in communicating with their home state.

The California party, touring the state, will leave this city tomorrow morning for Lake county.

CALIFORNIA AND FLORIDA SHOULD AGREE

George C. Roeding, World's Largest Nurseryman, Says Cooperation Would Benefit Both Citrus Belts.

Belief that co-operation between California and Florida citrus fruit growers and shippers would result in benefit to both states was expressed last night by George C. Roeding, a member of the California party now visiting Orange county. Mr. Roeding is proprietor of the largest citrus nursery in the world.

Taking the admitted facts that Florida excels in production of grapefruit and that California's citrus products are on the market at times when Florida offers no competition as a basis for his statement, Mr. Roeding pointed out several ways in which California and Florida might be mutually benefited.

He suggested that Florida specilaize on grapefrut, although he did not recommend abandoning the culture of oranges. He said that the Peninsular State's growers should increase the grapefruit field and that California should practically leave the field entirely to Florida. Then he added that California would do well to specialize on its valencias, sending them to the markets at times when Florida fruit is not being shipped in appreciable quantities.

A conference of Florida and California growers with the object of reachin gan agreement along the foregoing lines is Mr. Roeding's recommendaiton.

"We can't begin to grow grapefruit like Florida's, but we can specialize on our valencia and market it when your crop is still waiting the harvest season. Why can't the two states get together and agree on some kind of a schedule like this, which is bound to prove beneficial to both?" Mr. Roeding asked.

The nurseryman explained why Florida oranges are considered sweeter than California's by declaring that when the Peninsula's late crop is on the market California is just beginning to move a new crop and much of it is not fully matured. The old story of green fruit all over again which seems to be just as much of a problem in California as it is here.

Mr. Roeding said that California has 225,000 acres in grove and that it shipped 22,000,000 boxes of fruit last season. This, he said, was a poor year on account of the well known visit which Jack Frost paid the Pacific coast. Normally, the crop is estimated at approximately 30,000,000 boxes or nearly twice the production of Florida.

More than 2,000 acres of groves are owned by members of the California party now visiting here, Mr. Roeding said.

Orlando (Fla) Sentinel
Feb 11, 1923

CALIFORNIA'S CITRUS PARTY REACHES HERE

Members Pleased With Development of Florida—Will Remain In Orange County Until Tuesday Morning.

After three days full of motor trips, grove inspections, visits to packing houses and attendance at the South Florida fair, the thirty-five California citrus growers who reached here last night at 9:45 o'clock over the Atlantic Coast Line were glad to reach Orlando and go at once to their hotels to rest until 3 o'clock this afternoon when their entertainment here will begin with a drive through Orlando and a dinner at the Pine Tree Inn in Windermere.

The train which brought the visitors here from Haines City was nearly an hour late and the entire delegation was taken directly to local hotels from the railway station. The party was met at Haines city by W. M. Tarpley, traffic manager of the Dr. P. Phillips Fruit company, who arranged hotel reservations on the train and distributed copies of a special newspaper prepared by the Orange county chamber of commerce.

Dr. J. T. Barrett of Riverside, Cal., told the Sentinel every member of the party had been pleasantly surprised to note the development that is taking place all over the Peninsular State. He said the journey down from Jacksonville and through Hillsborough, Pinellas and Polk counties had been most interesting to all of the Californians, specially the agricultural activities.

'We are all tired but I don't believe there is anyone of us who would not be willing to start right now on a long jaunt through Orlando and Orange county, for we have been informed that this is the real citrus headquarters of the state," Dr. Barrett declared.

The visitors are stopping at the San Juan, Empire and Astor hotels, having been placed as follows:

San Juan—Mr. and Mrs. C. E. Utt, E. W. Gerry, Miss Lois Boltinhouse, Miss Elizabeth Trull, C. C. Arnold, Mrs. W. L. Wivers, Mr. and Mrs. A. W. Wardman, Mr .and Mrs. G. C. Roeding, Harrison Kerrick, Mr. and Mrs. W. F. Crist, Mr. and Mrs. D. W. Roberts.

Empire—Mrs. Emma Bishop, Mr. and Mrs. D. F. Campbell, Mr. and Mrs. L. C. Flippen, Mr. and Mrs. W. S. Hill and Mrs. Alice Hutchinson.

Astor—R. S. Anderson, Mr. and Mrs. E. I. Ames, D. W. Coolidge, A. C. Watts, T. Ashton Fry, A. R. Hamberg, Dr. J. T. Barrett, J. W. Covert and E. E. Goodale.

Aside from expressions of surprise at the large acreage devoted to citrus culture and truck farming in this state, the visitors have made one flat admission. They declare without reservation that Florida grapefruit cannot be excelled and that Florida oranges, if not as good as California's are an uncomfortably close second and for a Californian that is SOME statement.

Con O. Lee, well known Tampa journalist, accompanied the party here and will continue with it, sending daily stories to the Los Angeles Examiner. Mr. Lee said last night he had told members of the party that the best of Florida was yet to be seen, declaring that Orange county and Orlando would make an impression that will remain a pleasant memory and a revelation of the real Florida.

G. C. Barr of Whittier is a member of the party. Mr. Barr is a brother of H. W. Barr of the Cooper-Atha-Barr real estate company and will be a guest here for some time.

After leaving Orange county Tuesday morning, the party will visit Lake county and will then be taken through Sanford and Seminole county. DeLand will be reached Thursday and at that city the party will break up, some of its members returning to California while others will visit East Coast cities.

Orlando (Fla) Sentinel Feb 11 1923

CALIFORNIANS END VISIT IN ORANGE COUNTY TODAY; ENTHUSIASTIC OVER STATE

Pacific Coast Citrus Growers Leave for Lake County This Morning—Entertained Last Evening.

California's special delegation of citrus fruit growers will end its visit in Orange county this morning when Karl Lehmann, secretary of the county chamber of commerce, and L. A. Hakes, manager of the Citrus Sub-exchange, deliver its members to Willis B. Powell and Lake county at the county border near Mt. Dora.

The visitors were entertained at the Country club last evening following a strenuous day spent in inspecting the groves, packing houses and beauty spots of the county.

Mayor Eugene G. Duckworth was the first speaker at the Country club, welcoming the Californians to Orlando. G. C. Barr, of Whittier, California, spoke when Mr. Duckworth had finished.

Mr. Barr said he was impressed with the beauty and the prosperity of Orange county, with its great citrus groves and its magnificent lakes, but more than all else he was impressed with the hospitality of the people. H. W. Barr responded to his brother's address.

Mrs. E. I. Aimes, of Pasadena, was the last speaker. Mrs. Aimes was specially enthusiastic over Orange county's lakes, declaring "they are the most beautiful I have ever seen?"

"I have never looked upon anything in any part of the world that can compare with the wonderful flowers, flame vines and the natural beauties of your county," Mrs. Aimes said. She expressed appreciation of the entertainment planned for the party by the county and city chambers of commerce, the fruitmen's club and the Citrus Sub-exchange.

The entertainment which followed the dinner began with a sermon by Parson Ebony Snow, impersonated by A. Phil Maurer. Mr. Maurer delighted his audience with humorous stories about California and Florida, making special reference, at times, to members of the visiting party.

The feature of the evening was the county court, which was presided over by Judge Wilbur L. Tilden. Dr. J. T. Barrett of Riverside, was the prisoner, his arrest having been effected by Deputy Sheriff Benjamin R. Cox. Dr. Barrett was convicted of having stolen a piece of bud wood off the original Temple orange tree at Winter Park.

The defendant was represented by Leigh G. Newell, Prosecuting Attorney Harry M. Voorhis having charge of the state's case. W. H. Brokaw, M. J. Daetwyler, V. B. Newton and George C. Roeding of San Francisco were witnesses. All of them told of having seen the theft committed.

There was no jury, but after weighing the evidence carefully, Judge Tilden found the defendant guilty.

"I sentence you," he said sternly, "to serve the rest of your life in the beauty and sunshine of southern California."

The evening's entertainment was in charge of Mr. Cox, who was voted an entertainer extraordinary.

Sunday evening the visitors were guests at a dinner in the Pine Tree Inn at Windermere, Frank K. Anderson, of the American Fruit Growers Inc., being the principal speaker.

Yesterday afternoon West Orange citizens came after the visitors in automobiles and took them for a tour of that section of the county. At Ocoee refreshments were served and there was an exhibit of West Orange vegetables. In the exhibit were heads of lettuce which the visitors declared were the largest they had ever seen and cabbages, peppers and tomatoes of finest quality.

Refreshments were served again at the Tildenville packing house and the Winter Garden packing house was also visited. L. W. Tilden's Black Lake grove was inspected and was declared by many of the Californias to be the finest they had seen in Florida. Here there was a pruning demonstration by George C. Roeding.

The party had luncheon in the Kumquat room at the West Orange country club, returning to Orlando afterward for a trip over the city and on to Winter Park where the Alabama hotel grounds, the Temple grove and other beauty spots were visited.

From Winter Park the motorcade was led to the country club where the evening was spent.

This morning V. B. Newton, F. E. Godfrey and George Burden will be at the hotels to take charge of the baggage of the visitors. A truck will be furnished to take all of the baggage to Sanford so tha the party will not be hampere when it visits Lake county today

The 35 California citizens leav here with a better feeling for al of Florida. Having seen Orange county and Orlando, Hillsborough and Pinellas counties, they are ready to visit Lake, Seminole and Volusia counties and many of them will go down the East Coast. stopping at West Palm Beach, Miami and other cities. Several plan to visit Cuba before returning to the Pacific coast.

Con O. Lee, a journalist who is sending daily stories to the Los Angeles Examiner, reports to his newspaper that Orlando and Orange county have made a greater impression on the Californians than any other section although all of Florida, its development and its future prospects, have been a revelation.

Orlando Sentinel Feb 13, 1923

Californians Meet Florida Citrus Growers, Discuss Mutual Problems. Joint Efforts Suggested to Handle Advertising. Marketing, Distribution. See Manatee Today.

A joint meeting of Californians and Florida citrus growers and officials of the leading co-operative marketing organizations of both states, held last night, in the opinion of all present made history for the citrus industry of America. It was called at the suggestion of George C. Roeding, chairman of the delegation of Californians now in Florida visiting the South Florida Fair, who with Captain Edgar A. Wright acted as chairman of the conference.

The council chamber on the third floor of the city hall was crowded when the meeting opened at 8 o'clock. Five speakers from each state discussed the various problems of the citrus grower and an open forum for questions followed as each address was concluded.

Both Mr. Roeding for the Californians and C. E. Stewart of the Florida Citrus Exchange stated that the question of increasing the consumption of citrus fruits by the public was one that had now reached a stage where it could and should be jointly handled by the growers and marketing organizations, by closer co-operation in advertising, in quality and variety of fruit, and in supplying the different consuming centers.

"I firmly believe that this meeting tonight will serve as a nucleus to formulate plans whereby Florida and California will be brought into closer contact' said Mr. Roeding. "California extends its hands in greeting across the continent to the citrus growers of Florida. If you have regarded us in the light of a father in the past, we now want you to consider us rather as a big brother. With the various meetings that our delegation will hold in other cities in your state I feel that before we leave you something great will have been done for the great citrus industry."

On behalf of the Floridians Mr. Stewart said:

"We have always lookedon the California Fruit Exchange as the ideal solution of co-operative marketing. It gives the fullest co-operation without stifling initiative. Our visit to you last summer and your visit to us now has accomplished much in bringing us closer together and in giving us an interchange of ideas. Let us both co-operate to make the United States a great citrus fruit eating country. You are about to see a wonderful country, which we feel will compare favorably with the citrus sections of California, and I hope that we will eventually be able to so get together that we will be in a position to solve mutually all the problems of every citrus grower in America."

Discussions on fertilizing, cultivation, pruning, varieties and their mutations, marketing, the future of the citrus industry, co-operation and advertising consumed the greater part of the evening session. The speech of the evening that made the greatest hit with the Floridians was one delivered by D. W. Coolidge of Pasadena.

"When I left California,' he said "one of the modest, shrinking members of the Los Angeles Chamber of Commerce said to me that I would have to beware of the propaganda of Florida on the grapefruit question. I was told that Florida couldn't raise grapefruit, that it was unfit to eat and could nowise compare with what we raised in California. I will be honest with you and tell you that I have done nothing except buy and eat your grapefruit during the two days I have been with you, and having spent all my money purchasing it have been compelled to borrow carfare home from another member of our party. And I am compelled to say that my friend in Los Angeles is a painless dentist, and a painless dentist in plain words is a darned liar."

Wednesday was California day at the South Florida Fair and the visitors were guests of the Fair Association throughout the day. At 11 o'clock in the morning the party of Californians assembled in the grandstand where they were welcomed by city and fair officials.

Mayor Charles H. Brown extended the courtesies of the city to the westerners and informed them that if they ran afoul of any city laws and ordinances he would do his best to get them out of jail. "And if I fail to do this," concluded his honor, "I will promise to come inside and stay in the cell with you."

President William G. Brorein for the Fair association apologized for the rain, blaming it on R. H. Rolfe, chairman of the transportation committee. "We thought you were coming Wednesdlay and arranged with the weather man to have it rain on Tuesday to lay the dust on the race track and make your presence at the Fair more comfortable."

Uncle Hiram and Aunt Lucindy Birdseed had much fun with the westerners, the former telling the native sons that he left California when the San Francisco earthquake threw Aunt Lucindy out of bed and fractured her wrist.

The afternoon was spent viewing the free acts in the grandstand, where three boxes had been reserved for the guests.

Maestro Salvatore Oriunno's band rose to the occasion and played California state songs which were greeted with rousing cheers, the entire party rising in their seats and giving a noisy welcome. Also the California auto polo team defeated the Indiana Hoosiers, much to the delight of the native sons.

Today the party leaves by boat for the Manatee section at 8 o'clock taking the Adams line to Palmetto, where they will be met by automobiles and escorted through Bradentown, Sarasota, Oneco and other sections. On Friday they will visit Clearwater by automobile and will leave Tampa for Lakeland and the Polk county section on Saturday morning over the Atlantic Coast Line, their train leaving at 7 o clock.

An invitation has also been extended to the Californians to visit Fort Pierce and West Palm Beach while on their tour of Florida.

Tampa Tribune
Feb. 8/1923

Citrus Delegation Encounters 'Unusual Weather' on Inspection Trip; Freeze Predicted

BY CON O. LEE

JACKSONVILLE, Fla., Feb. 5.—California learned today that Florida also ca nboast of some "unusual weather."

Members of the Southern California Citrus Growers' Association touring the East coast citrus State were followed all day today by the tail end of a terrific northwestern storm and the weather man has promised near the freezing point temperature for Tuesday.

W. M. Tarpley of the Orlando Chamber of Commerce, and R. H. Rolfe, chairman of the transportation committee of the Floridans, greeted the visitors at Greenville, Florida, where the usual Florida railroad methods brought them in promptly two hours late.

RAIN AT NEW ORLEANS

According to all, their visit to New Orleans was characterized by continuous rain which resulted in everybody going to church. It was the first visit of many of the native sons to the South. Several members taking a trolley ride through the city did not know the "Jim Crow" regulations and seated themselves in the rear seats among the Republicans. Asked for their impressions to date, the party refused to comment untiy they had visited the citrus belt.

The part of the State traversed today is several hundred miles from the citrus section and bears about as much resemblance to the Manatee County and Kenic Highlands as the Mohave desert does to Anaheim or Tulare. Much comment was caused by the presence of Longhorn cattle, razonback hogs and roaming stock along the railroad right of way. There is no State-wide law in Florida compelling cattle to be fenced, the farmers being obliged to erect enclosures that are horse-high, bull-proof and hog-tight.

EAT FLORIDA DINNER

In order to show that Florida, too, can use publicity methods that are attractive, it was arranged by President W. G. Brorein and General Manager P. T. Strieder of the South Florida Fair Association, to serve the Californians a meal distinguished by Florida staple crops as their first repast in the State. Various exhibitors at the South Florida Fair now in progress in Tampa, were called on for donations, and they gave many of the prize exhibits to grace the dining car table.

Among the foodstuffs were grapefruit and oranges from the Indian River section from the American Fruit Growers, inc.; Irish potatoes from St. John's County, honey and canned grapefruit from Polk County, cucumbers from Lee County, glace pineapples from Palmbeach, celery and lettuce from Manatee section, pecans from Leon county.

PASS UP ENTERTAINMENT

Jacksonville had planned to give the party a few hours entertainment, but owing to the lateness of the hour it was impossible to accept the hospitality, there being only time to attach the two Pullmans to the Tampa train.

The Californians will arrive in Tampa early Tuesday morning, where Captain Edgar A. Wright, a former Californian and general chairman of the Florida entertainment committee, will meet them and escort them to the Tampa Bay Hotel, which will be their official headquarters during their four days' stay in the Cigar City.

L. A. Examiner

PROMINENT NURSERYMAN AND CITRUS AUTHORITY PRAISES STATE AND GIVES GOOD ADVICE.

"THE PALM FOR GRAPEFRUIT IS UNQUESTIONABLY YOURS"

Mutual Co-Operative Association With Membership In Both States Is Suggested as Best Method for Future.

California and Florida, instead of pulling in different directions should work in harmony and cooperation toward the development of their citrus and other horticultural interests, according to Col. George C. Roeding, nurseryman, grower and packer of Fresno, Calif., who is here for a few days. Colonel Roeding is returning to California after spending a month in Florida. He came here with the party of fifty California citrus growers and has visited practically the entire state.

How views and opinions, the result of careful investigations of growing and marketing conditions in Florida, are interesting. This state, he freely admits, produces a grapefruit so far superior to the California product that there is no comparison between the two. And in grapefruit culture, he believes, lies Florida's best bet. However, he confesses that there are points about certain brands and varieties of Florida oranges and that have much in their favor even when compared with the Sunkist globes of California's groves.

"Florida should specialize on one or two brands of oranges," Colonel Roeding said. "There are too many brands and too little attention paid to perfecting any one particular variety of oranges grown in this state. Let the Florida growers concentrate in this way, organize strong marketing associations and go in heavily for advertising and their battles are won.

"As a matter of fact, Florida and California are not exactly competitors for the orange business of the United States," he continued. "The Florida fruit comes into market ahead of California's, while ours is moving to market after the Florida crop is all sold. We've got you beat on oranges—and I'm not talking as a patriotic Californian, either—and you have the world backed down on grapefruit. We ought to get togetner with some mutual association. It would mean money for all of us."

Florida Conditions Favorable.

Florida can produce citrus fruits at about one-half the cost of production in California, he said. This means an extra profit in the pocket of Florida growers. But Florida is hurting its own business by sending inferior fruit into the market at times. "The consumer doesn't know brands and varieties," he said. "He buys on advertising or recommendation, and when a dealer tells him that 'here is Florida's finest orange' and he gets something that is not, then he chalks up a black mark against Florida. This is a problem that the growers and shippers themselves must work out and combat."

Neglecting Opportunities.

Florida is neglecting millions of dollars worth of opportunities in her vegetable, truck and other crops, Colonel Roeding pointed out. "Why, you raise things in this state that California can never produce," he said. "Vegetable crops that we cannot hope to have, string beans, cucumbers and other things. Capitalize them, organize associations for marketing and advertise; that is my advice. Your avacadoes are as good as those grown in California and your mangoes are superior to those produced anywhere in the world.

"Within a few years, or a decade at most, I expect to see the United States shutting off fruit shipments from other countries because other countries are not taking steps to prevent or eradicate plant pests. In fact, many of the countries now producing fruits and vegetables in competition with Florida and California will be out of the market before long by reason of the ravages of pests and plant diseases. That leaves us an open market, and we must prepare to take care of it."

With Colonel Roeding is Con O. Lee, well known Tampan, who has accompanied him to a number of points in the state. They are guests at the Hotel Windsor.

Times-Union, Fla.
Mar. 16 1923

Floridan Says There Is No Competition with California.

(Special to The Times.)

Sanford, Feb. 14.—Sanford, the City Substantial, welcomed the Californians this afternoon, meeting them at the Wekiva bridge, where they were brought by the Lake County Chamber of Commerce. This was the first city to greet the visitors with banners, the latter stretching across the main street and the Hotel Valdez, where their headquarters are established.

An elaborate program has been prpared for the next two days by R. W. Pearman, jr., secretary of the Sanford Chamber of Commerce; S. M. Lloyd, chairman of the reception committee; R. J. Holly, editor of the Sanford Herald, and the local civic clubs.

Lake county welcomed the westerners early in the morning, the Orange county folks delivering them to the county line in machines. Willis Powell, a former Californian, and the original eight-day, self-winding chamber of commerce secretary, put the party through the speediest day yet encountered.

Favors Co-operation.

Ralph Burton, president of the Lake County Chamber of Commerce, and also a former resident of California, expressed himself yesterday as heartily in favor of the proposed co-operative advertising and marketing methods between the two states. He spoke at the dinner given at Eustis. Mr. Burton said that the two states were not really competitors. Florida could outclass California on grapefruit and tangerines in the opinion of citrus men in both states, and it was equally admitted that California had the world to itself on the production of lemons and navel oranges. On the question of valencias he said there was no competition either, as the California product did not come on the market until the Florida crop was all shipped. He urged that co-operation in advertising to cause greater consumption of citrus by the public was the proper method for both to adopt and he condemned shipping of green inferior and frozen fruit.

Sentenced to California.

A wild ride in an automobile driven by Mrs. C. S. Mather Smith gave the Californians about all the thrills needed to convince them that reports of fast driving on the part of moving picture actors in Hollywood were nothing in comparison to home efforts. The visitors were entertained Monday night with a mock trial, a negro preacher stunt and several choral numbers by negro jubilee singers. Dr. J. T. Barrett, the victom of the mock trial, was accused of trying to steal budwood from an Orlando grower. His defense was insanity, but it did not prevail. He was sentenced to spend the rest of his life in California.

Col. O. C. Roeding and Charles Barr thanked Carl Lehman, Frank Kay Anderson, O. R. Cox and W. M. Tarpley for the favors extended during three days in Orange county.

The party was delivered by Louis A. Hakes to Lake County Chamber of Commerce. Dinner was at Fountain Inn at Eustis, where fountain pens were given by Frank Waterman, owner of the hotel, to all the guests.

Tampa Times
1923

CALIFORNIANS ENTERTAINED AT LUNCHEON

AT THE FOUNTAIN INN. VISITORS ARE DELIGHTED WITH LAKE COUNTY AND THE HOSPITALITY OF HER PEOPLE

The California visitors reached Lake county as per schedule announced several days ago, and were met at Mt. Dora by a delegation of representative citizens, officers and members of the Lake county chamber of commerce, of the Eustis chamber of commerce and of other civic organizations of the county. Also a number of the largest citrus growers of the county were in the welcoming party. The visitors being citrus growers themselves, and the object of their visit to Florida being primarily to study citrus conditions, methods of culture, soil, marketing, etc., in this state, it was deemed proper that the committee be composed largely of men interested in citrus fruits. After a stop in Mt. Dora the visitors came to Eustis, where luncheon was prepared for them, their escorts and a number of Eustis citizens, including the members of the Tuesday Noonday Club. General Blanding, of Leesburg, manager of the Exchange of this district, acted as toastmaster, and in short but appropriate speeches introduced the speakers in turn.

R. P. Burton, president of the Lake county chamber of commerce, was the principal resident speaker. Mr. Burton spent a number of years in California and is conversant with conditions of the citrus industry in that state as well as at home. Mr. Burton's welcome to the visitors was responded to by Mr. C. E. Utt, of Tustin, Calif., who made quite a hit with the audience by saying that Florida had pushed California off the boards, and that his state was making a frantic effort to catch up. He only claimed supremacy for his state in one particular and that was the big trees. He said that formerly his state stood preeminent in the number of liars and the size of the lies, but again that Florida had demonstrated her capacity to keep abreast or take the lead. Judge Charles C. Arnold, of Riverside, Calif., made a strong plea for co-operation between the two citrus growing states, especially in the matter of advertising. He said that the interests of the two sections were mutual, not competitive and antagonistic. Col. George C. Roeding, of Fresno, in a strong speech told the citrus growers of Florida that they had much to learn, or at least to put into practice, before they realized the full measure of success to which they were entitled. Col. Roeding said that it cost the Florida grower less than half as much to grow oranges as it did the California grower, and that, contrary to general belief, Florida produced more fruit per tree than California. He intimated that one of the chief obstacles in the way of the Florida producer was inefficient marketing methods. He pleaded for a few standard varieties of fruit to the exclusion of a number of new varieties which some promoter is trying to introduce and foist on the buying public. All of the speakers said that there was no comparison between the Florida grapefruit and those grown in California; that California might spend three million dollars trying to advertise their grapefruit and convince the public that it was as good as the Florida fruit, but that the money would be thrown away and they would only advertise themselves as liars. It was admitted by all that California had a practical monopoly on the lemon trade and that Florida had no competitor in grapefruit.

The meeting as a whole was a most enjoyable one. Columns could be written and yet not do it justice.

After luncheon the party was shown over the town by a committee of Eustis citizens. They expressed great surprise when told the actual population of Eustis, saying that the public improvements, beautiful residences and well kept lawns, and numerous evidences of civic pride did credit to a city of 10,000 people. Each visitor was presented with a jar of Lake Yale grapefruit marmalade, manufactured by the Lake Yale Orange Co., of Eustis, a jar of marmalade spread, made by the Citrus Products Co., of Lake Jem, a Waterman's Ideal fountain pen, by the Fountain Inn Co., and souevnir post cards by the city of Eustis.

Of no little interest to the visitors were four large black bass, weighing respectively, 9.5, 11.3, 14.3 and 16.1 pounds. The fish were caught yesterday out of a nearby lake and preserved on ice for the inspection of the visitors. One Californian remarked that the fish looked good as they were, but if they had been baked and put on the table at luncheon they would have looked better to him. The party went from Eustis to Leesburg and from thence to most of the principal towns in the county. There were nearly forty Lake county cars in the motor cade. At the Wekiwa bridge the visitors were turned over to a delegation of Seminole county citizens.

The Californians registering at the Fountain Inn were as follows:

W. F. Crist, E. I. Ames, C. C. Barr, Mrs. Wm. S. Hill, Mrs. E. I. Ames, A. Wardman, Con O'Lee, Mrs. W. F. Crist, Mrs. Geo. C. Roeding, C. E. Utt, D. T. Campbell, L. W. Hemphill and wife, Chas. Hamburg, Mr. and Mrs. R. M. Fay, J. T. Barrett, General C. Roeding, Edward W. Gerry, Mrs. Alice J. Hutchinson, Mrs. A. Wardman, Mrs. C. E. Utt, Mrs. Emma H. Bishop, Mrs. Millicent H. Wieders, Mrs. D. T. Campbell, Mrs. V. V. Roberts, Mrs. R. M. Fay, Mrs. Lucien C. Flippen, Charles C. Arnold, V. W. Roberts, Lucien Flippen, Harrison Kerrick, W. S. Hill R. S. Anderson and J. W. Covert.

Lake-Canies
Fla. 1923

CO-OPERATION IS KEYNOTE FOR CALIFORNIA AND FLORIDA, SAYS PROMINENT CALIFORNIAN

Col. George C. Roedding, Biggest Grower of Deciduous Fruit Trees, Has the Big Idea

The trip of the California growers to Florida has been productive of much good along many lines and when they return to their homes on the western slope they will know that they have been to a wonderful state and one that has many hundreds of acres in fruits and vegetables. The trip to Florida has been one big surprise to California just as the trip of the Floridians to California last summer was a surprise.

Among the Californians is an outstanding figure in the person of Col. George C. Roedding, the largest grower of deciduous fruit trees in the world—and that is going some—even for California.

Col. Roedding is a self-made man, one who has been eminently successful in his many lines of endeavor and in conversing with him one gains the idea that here is a big man and yet withal one who is extremely modest and is not prone to talk of his achievements. We learn of Col. Roedding's success through other members of the party and through the California press. Suffice to say that when he talks about citrus fruits and trees he talks about something with which he is entirely familiar. Citrus trees are a small part of his holdings in California, however, for he is known in the west as the "fig man," having brought the figs up to the high state of cultivation and the successful propagation of the kind best adapted for California. Other fruits too numerous to mention are his especial hobbies and his lands extend for many miles in various parts of the fruit growing areas of California although he calls Fresno his home.

His idea is that Florida should specialize upon certain kinds of fruit just as California does. In other words California cannot and never will raise grapefruit such as Florida raises. But Florida should cultivate a certain size of grapefruit that the markets demand. Our oranges should be planted with the idea of a seasonal variety—in other words come into the markets when the markets are not glutted with California fruit and Florida fruit at the same time.

Florida cannot grow navels and California can grow them and makes a specialty on them but Florida can grow the Danzy Tangerine, superior to California and Florida has a great future in late Valencias. An early Satsuma to be shipped in October would be a great thing for Florida, coming into the markets when California could not grow anything of the kind.

Col. Roedding also has some splendid ideas about the growing of nursery stock, having been in the business for a quarter of a century and he states that Florida must standardize on nursery stocks, getting good buds and paying the price for the same as cheap nursery stock is never the best in the long run and Florida can get good stock by planting imported seeds. California has improved the navel orange by such methods and Dr. A. D. Shamel, of the government bureau, has accomplished great results in California along the lines of experimentation and more to develop the citrus fruits than any other man in the country.

The people of Sanford will have the pleasure of hearing Col. Roedding and many of the other distinguished members of the California party at the banquet tonight and it will be a fine get together meeting of the people of the two great citrus producing states.

Sanford Herald, Feb 14 1923

CITRUS FOLK END TOUR OF FLORIDA BELT

California Visitors and Southern Growers Both Find Benefits in Exchange of Ideas

By CON O. LEE

TAMPA, Fla., Feb. 21.—By various routes the fifty-one Californian citrus growers who arrived here more than two weeks ago, are now headed homeward.

They have seen much and have accomplished much during their short stay. Coming here as a delegation to return the visit paid by a party of Floridians to the Pacific coast last summer, they were accorded a welcome similar to that received by the Southerners in the citrus belt of California.

Florida did its best also to show the various brands of weather it can pack into a two-weeks' period. The visitors experienced temperatures from 96 down to 30 and were shown tropical sunshine, fog and rain.

At the South Florida Fair in Tampa, where they spent four days, the display of agricultural and horticultural products did much to show just what Florida is producing, especially in the way of citrus fruits and vegetables.

TOURED CITRUS BELT

This was followed by a tour of the citrus and vegetable-growing counties, personal inspections being made to groves, packing houses and shipping platforms. At Deland the party split up, the majority taking a trip down to Palm Beach and Miami. At every place visited Chambers of Commerce and civic bodies co-operated with the fruit and vegetable growers to give the visitors a cordial welcome and to hold get-together meetings, at which co-operation was urged and mutually promised between the two States which, separated by the width of the North American continent, are the chief citrus producing centers of the world.

From statements of most of the Californians they were surprised at the quantity as well as the quality of Florida fruit. This became amazement as they were driven through miles and miles of new plantings in Polk, Orange and Lake Counties, until one of the party exclaimed to his fellows: "I want to say that Florida is in the citrus business, and in it to stay."

EACH FINDS PRAISE

Floridians were charmed with the frankness of the Californians and their readiness to admit the superiority of Florida grape fruit and tangerines. And the "crackers" on their part unqualifiedly testified that they could not raise navel oranges nor lemons which could compare to the product of California.

Both the Californians and the Floridians who accompanied them on their tour of the citrus section of the State were greatly interested in the two grapefruit canneries which have just opened. One of which is located at Eagle Lake and the other at Haines City. In these factories the hearts of the fruit, with all the "rag" removed, are canned. Managers of both factories state that the greatest demand comes from the wholesale grocers of San Francisco, who would take their entire output for the rest of the year. Within the last few days the Florida Citrus Exchange has decided to open four more canneries in time to handle next year's crop.

The outstanding feature of the visit of California to Florida came when George C. Roeding, chairman of the Westerners, arranged with Captain Edgar A. Wright, chairman of the Florida greeters, to hold a joint meeting and endeavor to bring the two States together for mutual solution of their common problems.

RESULTS ASSURED

The results of this meeting were telegraphed to The Los Angeles Examiner and the California Fruit Growers' Exchange. Whatever is to come from it will be started at the western end, as the party's action here was not official. However, the enthusiasm with which the suggestion of Mr. Roeding and his associates was received leaves no doubt as to how Florida feels on the matter.

One great lesson to be learned by Florida from California is to center on a few standard varieties, both in oranges and grapefruit, and to eliminate the countless varieties now being planted. Some of the county displays at the South Florida Fair had no less than seventy-eight kinds of citrus. The Californians pointed out what they had accomplished by standardizing, and urged that Florida settle on the Parson Brown, the Pineapple and Valencia in oranges, on the Marsh seedless in grapefruit and the Fancy Tangerine, and to get rid of all other varieties as soon as possible.

Dr. Mark Sample, of Haines City, promised to introduce into the next Legislature a bill making it a "capital" offense to start any new orange.

Both California and Florida are nearer as a result of this trip. Those boosters in both States who have been responsible for the journeys across the United States will never have cause to regret their enterprise.

L. A. Hammett

Citrus Delegation Encounters 'Unusual Weather' on Inspection Trip; Freeze Predicted

BY CON O. LEE

JACKSONVILLE, Fla., Feb. 5.—California learned today that Florida also ca nboast of some "unusual weather."

Members of the Southern California Citrus Growers' Association touring the East coast citrus State were followed all day today by the tail end of a terrific northwestern storm and the weather man has promised near the freezing point temperature for Tuesday.

W. M. Tarpley of the Orlando Chamber of Commerce, and R. H. Rolfe, chairman of the transportation committee of the Floridans, greeted the visitors at Greenville, Florida, where the usual Florida railroad methods brought them in promptly two hours late.

RAIN AT NEW ORLEANS

According to all, their visit to New Orleans was characterized by continuous rain which resulted in everybody going to church. It was the first visit of many of the native sons to the South. Several members taking a trolley ride through the city did not know the "Jim Crow" regulations and seated themselves in the rear seats among the Republicans. Asked for their impressions to date, the party refused to comment untiy they had visited the citrus belt.

The part of the State traversed today is several hundred miles from the citrus section and bears about as much resemblance to the Manatee County and Kenic Highlands as the Mohave desert does to Anaheim or Tulare. Much comment was caused by the presence of Longhorn cattle, razonback hogs and roaming stock along the railroad right of way. There is no State-wide law in Florida compelling cattle to be fenced, the farmers being obliged to erect enclosures that are horse-high, bull-proof and hog-tight.

EAT FLORIDA DINNER

In order to show that Florida, too, can use publicity methods that are attractive, it was arranged by President W. G. Brorein and General Manager P. T. Strieder of the South Florida Fair Association, to serve the Californians a meal distinguished by Florida staple crops as their first repast in the State. Various exhibitors at the South Florida Fair now in progress in Tampa, were called on for donations, and they gave many of the prize exhibits to grace the dining car table.

Among the foodstuffs were grapefruit and oranges from the Indian River section from the American Fruit Growers, inc.; Irish potatoes from St. John's County, honey and canned grapefruit from Polk County, cucumbers from Lee County, glace pineapples from Palmbeach, celery and lettuce from Manatee section, pecans from Leon county.

PASS UP ENTERTAINMENT

Jacksonville had planned to give the party a few hours entertainment, but owing to the lateness of the hour it was impossible to accept the hospitality, there being only time to attach the two Pullmans to the Tampa train.

The Californians will arrive in Tampa early Tuesday morning, where Captain Edgar A. Wright, a former Californian and general chairman of the Florida entertainment committee, will meet them and escort them to the Tampa Bay Hotel, which will be their official headquarters during their four days' stay in the Cigar City.

Snow on Mountains

L. A. Examiner

FLORIDANS TO MEET GROWERS

California Citrus Party Arrives in Tampa; County Fair to Honor Visitors

BY CON O. LEE

TAMPA, Fla., Feb. 6.—Members of the Southern California Citrus Growers Association touring Florida have elected a steering committee: George G. Roeding, chairman, Miss Lois Boltinhouse, secretary, C. C. Arnold, C. C. Barr, Dr. J. R. Barrett, D. W. Coolidge and Mrs. M. H. Wiebers. Thus far they have had no trouble with the differential. They were two hours late arriving in Jacksonville.

Strangers entering Jacksonville and bound for Tampa have the choice of two railroads, the Atlantic Coast line and the Seaboard Airline. The wise wayfarers, resisting the blandishments of the respective pasenger agents, toss a coin and decide which way to take. Whatever the result they wish they had gone the other road. Californians chose the Seaboard arriving in Tampa at ten o'clock this morning and going direct to headquarters at Tampa Bay Hotel.

LATE IN ARRIVING

The arrival here was three hours late.

Dan Emmett, of Ventura has grown famous over night. His name is the same as the author of "Dixie," and he claims kinship with the famous minstrel. Everyone here is calling him "Dixie."

Rain, on arrival in Tampa, interfer with plans of the committee to escort visitors through the city in automobiles. Many visited the South Florida Fair in progress at Tampa. About twenty of the Floridans who were in California last June called on the native sons during their stay and offered to plan trips and various other entertainment features.

CALIFORNIA DAY

Wednesday is California Day at the fair. A special program has been prepared with the party as guests of the Fair Association.

All are highly amused at the South's leading industry, the manufacture of honorary titles. G. C. Roeding is now a colonel and C. C. Arnold a judge. Every man having eaten one meal in a Florida dining car is a captain, accolade being conferred by waiter on receiving tip in excess of a dime.

The Polk County booth at the fair has twenty specimens of citrus fruit ruined by various pests. The party was much interested in this display.

The weather had cleared by evening and the weatherman promises sunshine for tomorrow. Tomorrow evening a joint meeting of California and Florida citrus growers will be held in the Council chamber of the City Hall and five speakers from each State will discuss subjects of interest to grove owners.

Suggestions for this meeting were made by Californians and gladly welcomed by the Floridans.

Examiner

CITRUS FOLK PLAN EXCHANGE

California and Florida Growers May Form 'Clearing House' to Solve Problems

By CON O. LEE

TAMPA, Fla., Feb. 7.—Florida and California celebrated California day at the South Florida Fair by an official welcome to visiting California citrus growers from the City of Tampa and the Fair association.

Mayor Brown

Mayor Charles H. Brown on behalf of the city, promised to keep the visitors out of jail if they fell foul of the police, and failing to do this, agreed to remain in durance vile with them.

President William G. Brorein, on the part of the South Florida Fair Association, apologized for the rain Tuesday, stating that it had been arranged to make the party feel at home. Special boxes in the new grandstand were reserved for the party, the Oriunno Municipal Band played California airs, and the California auto polo team won the match scheduled for the afternooon.

During the day, the fair was visited by the Californians, who expressed much surprise and interest in the various exhibits. The quantity and quality of citrus fruits caused no end of favorable comment and the many displays of winter vegetables also came in for a share of praise.

A booth in the agricultural building occupied by the Florida State plant board was visited by all and Professor Frank Sterling, the man who had charge of the forces that eradicated citrus canker, was showered with questions.

CITRUS PESTS SHOWN

The display in this booth shows every variety of citrus pest, disease fungus and scale, and the methods of controlling and eradication are also set forth. Samples of nursery stock which would pass the State inspection and specimens which would be condemned are also on hand and were examined and discussed by Californians. Both Californians and Floridans feel that they have made history tonight in a joint meeting arranged by George C. Roeding of San Francisco and Captain Edgar A. Wright of Tampa.

Captain Wright

This meeting was in the nature of joint discussions and an open forum, five members of the California party and five representatives of the Florida growers and citrus experts discussing frankly their mutual problems and difficulties, and the means to solve them.

Capt. Wright and Mr. Roeding acted jointly as chairman of the meeting. The following subjects were discussed: "Fertilizing and Cultivation," by Frank Senn of Winter Haven, and E. I. Ames of Pasadena; "Marketing and Future of Industry," George Scott, sales manager of Florida Citrus Exchange, and Judge C. C. Arnold of Riverside; "Pruning," William Gomme, county agent of Polk County, and E. E. Goodale of Lemon Grove; "Varieties and Their Mutation," Dr. J. R. Barrett of the United States Government Experimental Station at Riverside, and H. E. Stevens, county agent of Lee County; "Co-Operation to Get Results to Improve the Industry in Both Florida and California," C. E. Stewart, Florida Citrus Exchange, and D. W. Coolidge, Pasadena.

PLAN CLEARING HOUSE

It was freely expressed by both Floridians and Californians that a central clearing house to handle all problems common to growers and marketing organizations in both States would come as a consequence of the meeting held this evening.

"California extends its hand in greeting across the continent to Florida," said Mr. Roeding in concluding the meeting. "If you have heretofore regarded us as a father we now want you to look on us as a big brother. We are willing to let you have the result of our experience whenever you call for it, and we thank you for the co-operation which you have already given in attending this meeting and assuring us of your future help, and I personally feel that as a result of our getting together tonight and as the result of further meetings which we will hold throughout the citrus growing sections of your State, something great will certainly be accomplished for the great citrus industry."

"We would not either of us be true Americans if we did not wish mutual success and grieve over mutual misfortune."

Examiner

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Floridans to Co-operate in Selling Fruit

Californians' Suggestion Indorsed at Get-Together Meeting Near Tampa

By CON O. LEE

TAMPA, Fla., Feb. 8.—Today the Californians paid their first visit to the citrus and vegetable growing sections of Florida, taking in the County of Manatee, which lies south of Tampa, where they are now stopping.

Leaving by boat at 8 they reached Palmetto at 12:30. After luncheon machines took them to the famous Atwood grapefruit grove and to the various packing houses of vegetables and fruits.

Another point of interest visited was the nursery of Reasoner Brothers at Oneco, E. N. Reasoner acting as guide. Much interest centered over this nursery and its contents. Two of the California party, G. C. Roeding and D. W. Coolidge, have known Reasoner for thirty years and he answered many questions during their visit. They were particularly interested in the Foster and a new Marsh seedless grapefruit, both of which are pink meat varieties. Dr. J. W. Barrett said that these varieties are now under inspection in the station at Riverside.

GET TOGETHER MEETING

In the evening the party was tendered a dinner at Bradentown and a get together meeting was held in the County Court House. Both Floridans and Californians enthusiastically indorsed the action taken at Tampa Wednesday night in urging for a closer co-operation on matters of marketing and advertising. H. G. Gumpregcht, manager of the Manatee County Citrus Sub-Exchange, congratulated the Californians for introducing the idea of a closer relationship on the all important subject of the cash returns on fruit.

Hhe spoke of the folly of both California and Florida sending perhaps 100 cars to a city whose normal daily consumption was only twenty-five.

WILL HELP EACH OTHER

For the Californians, C. E. Utte of Tustin said that there was no doubt that both States could help each other considerably. He said that the Californians now admitted, after several days in the State, that that grapefruit grown in Florida was undoubtedly superior to that grown in the West, but that on the other hand no Floridan would for a moment contend that the lemons grown here would compare with those of California.

He said further that Florida had already shown a willingness to cooperate when both the Senators had voted to increase the tariff on lemons although they were Democrats, and that when the time would come for Florida to want votes from California to keep out foreign varieties of grapefruit infected with the Mediterranean fly California could be counted on to do its share of the work.

Examiner

CALIFORNIANS SURPRISED AT FLORIDA FAIR

Magnificent Grapefruit Display Occasions Comment From Visitors; Cigar Factory 'Toured'

BY CARR O. LEE

TAMPA, Fla., Feb. 9.—The Californians decided to spend the last day in Tampa, going through the Fair Grounds again and looking up local points of interest.

A crowd went out to the cigar factory district. This was Tampa Day at the fair and all sstore closed at noon so that the clerks and office help might visit the fair buildings. It was the first time any of the delegation had been in a cigar factory and the large plant of the Havana Tampa Cigar Company was selected.

E. S. Sutton, the manager, extended the courtesies to the visitors, who saw every detail, from the curing and stripping of the wrappers and the fillers to the picking, packing and mailing of the finished perfectos to send home to their friends in the West.

The Californians are delighted at the displays of citrus fruit at the fair, marveling especially at the fruit in the booth of St. Lucie County, which won the citrus grand award and has also won it for five successive years.

They understand why those who invited them asked them to come at fairtime, when they would be sure to see such wonderful oranges and grapefruit.

One of them remarked, "We never had any idea that such magnificent stuff was produced in Florida."

A Floridan answered, "Neither do we have any idea except at fairtime, because they send all the good, high-priced oranges to points north and west, leaving us at home the culls and drops and spots and rots."

California citrus in Florida is on rough leman stock, but they called attention to the fact that the first prize for citrus and the second grand prize sweepstakes were won by counties which favor the sour orange root. They informed the Floridans that rough lemon is never used in the West, which caused somewhat of a surprise.

Beginning Saturday they will have opportunity to observe groves where rough lemon is used almost exclusively and await with interest what they will learn as to the results of trees on this particular stock on the high and rolling pine lands.

Saturday morning they will visit the Polk County Ridge section, leaving via the Coast Line at 7.10. They will be met at Lakeland and taken in autos through groves and will reach Orlando in the evening, where they will remain until Tuesday morning. They will be about one week more visiting other spots in the State.

L. A. Examiner

ORLANDO FETES CALIFORNIANS

Westerners Spend Day in Visiting Groves in Vicinity of Beautiful Florida City

BY CON O. LEE

ORLANDO, Fla., Feb. 11.—Orlando, the city beautiful, with its dozen lakes and wide spreading water oaks, acted as host to the Californians all day Sunday.

Carl Lehman of the Orange County Chamber of Commerce had a calvacade at his disposal all day, sending the Westerners about the local points of interest.

At three in the afternoon the guests were brought out to the Pine Tree Inn on Lake Butler and given a typical Southern dinner. Roast chicken and trimmings were served. This dinner was given by the Fruitman's Club, an organization of independent shippers.

ANOTHER ORANGE COUNTY

Lehman stated in his opening address that he felt it only fitting that Orange County, Florida, should welcome with befitting ceremonies Orange County, California, which had several citizens among the party now touring the State.

D. W. Coolidge, who has been the leading comedian for the Westerners, met his match tonight when Frank Kay Anderson, advertising manager of the American Fruit Growers, gave a talk on the ways in which Florida resembles California. The speaker said that residents of both places were masters in the art of self-repression.

Orlando is the center of the citrus packing and shipping industry in Florida. There are packing houses for all the various independent companies and the headquarters of all but one of the big marketing organizations are here. The Florida Citrus Exchange alone has its headquarters in Tampa.

CALIFORNIANS SPEAK

For the Californians the speakers were Dr. J. T. Barrett and G. C. Roeding. The former spoke of his visit here and what he had seen and promised to remain here several weeks longer when he and another official or two of the United States Government would tour the groves on inspections.

Roeding referred to the suit of Orange county, Florida, as being similar to that of Orange County, California, and also said that as a result of his investigations he had no hesitation in saying that Florida could raise a grove to the full bearing stage for about half the cost of a similar proposition in California.

Both Dr. Barrett and Roeding thanked the Floridans for all the courtesies extended. The party will leave here Tuesday morning for Lake County, via automobile.

L. A. Examiner

CALIFORNIANS ENJOY FLORIDA

Native Sons Thrilled and Royally Entertained in 100-Mile Auto Trip to Historic Places

By CON O. LEE

ORLANDO, Fla., Feb. 12.—What can be accomplished by the combination of soil, brains and climate was demonstrated to the Californians today by residents of Orange County, Florida, who took the native sons over about 100 miles in and about Orlando.

They beheld lettuce in all stages from the seed bed to the shipping for market, saw fruit packed in several of the leading houses of the exchange and independents, and all were asked to give the name of some friend or relative to whom a box of fruit might be shipped by Doctor P. P. Phillis, one of the largest of the individual fruit marketers.

Ocoee was also visited. This town's name is an Indian word meaning "no cold" and it was from this little village that the first commercial grapefruit was shipped. Residents and growers presented the Californians with strawberries and lettuce as they entered the town.

VISITORS WELCOMED

The residence and spacious gardens of C. S. Mather Smith at Oakland were opened to the visitors and Mrs. Smith and her young son, Mather, welcomed all.

L. W. Tilden and Jim Sadler were the principal Florida speakers at the luncheon given at the West Orange Country Club at Oakland. They frankly declared that the beginning of organization on the part of Florida citrus men dated from a trip made thirteen years ago to California, under the direction of the late Doctor Inman of Florence-Villa. Mr. Sadler said the Florida cracker hadn't any better sense than to try to raise oranges all the time, and that he would rather starve to death growing citrus than make a fortune with any other crop.

On behalf of the Californians G. C. Barr, A. Wardman, Doctor Barrett and G. C. Roeding praised all that they had seen today and declared that they had seen things of which they had never heard and never even dreamed.

REALTY VALUES

Mr. Barr has a brother in Orlando connected with the leading real estate firm in Orange County, and he was in a particular position to give his hearers inside information as to the increase of land values of an astounding nature.

The party was turned over at 3 o'clock to another bunch of boosters who are working in relays throughout the trip, one group lending machines for the morning and the other taking them around in the afternoon. There will be a reception at the Winterpark Golf Clubhouse at 7 in the evening. It is in the nature of a surprise with gridiron features.

L. A. Examiner

TRIP ENTHUSES CALIFORNIANS

Florida's Hospitality and Its Revelations in Fruit Culture Win Visitors' Praise

SANFORD, Fla., Feb. 13.—Sanford, "The City Substantial," welcomed the Californians this afternoon, meeting them at the Wekiva Bridge, where they were brought by the Lake County Chamber of Commerce.

This was the first city to greet the visitors with banners, stretching across the Main street and at the Hotel Valdez, where their headquarters were established.

An elaborate program has been prepared for the next two days by R. W. Perarman Jr., secretary of the Sanford Chamber of Commerce; Forest Lake; Mayor S. O. Chase; A. H. Connelly; S. M. Lloyd, chairman of the reception committee; R. J. Holly, editor of the Sanford Herald, and the local civic clubs.

Lake County welcomed the westerners early in the morning, the Orange County folks delivering them to the county line in machines. Willis Powell, a former Californian and the original eight-day self-winding Chamber of Commerce secretary, put the party through the speediest day yet encountered. This is the third largest citrus producing county in Florida.

1400 LAKES

They were shown through the high citrus land and given a glimpse of most of the 1400 lakes that have given this county its name. Dinner was served at the Fountain Inn at Eustis, Frank Waterman, the owner, presenting every guest with a fountain pen as a souvenir of the visit.

Ralph Burton, president of the Lake County Chamber of Commerce, and also a former resident of California, expressed himself as heartily in favor of the proposed co-operative advertising and marketing methods between the two states.

Mr. Burton said that the two States were not really competitors. Florida could outclass California on grapefruit and tangerines, in the opinion of citrus men in both States, and it was equally admitted that California had the world to itself on the production of lemons and navel oranges.

On the question of Valencias he said there was no competition either, as the California product did not come on the market until the Florida crop was all shipped. He urged that co-operation in advertising to cause greater consumption of citrus fruit by the public was the proper method for both to adopt and he condemned shipping of green, inferior, frozen fruit.

VISIT PULP MILL

In the afternoon the party toured through Mt. Dora, Leesburg, where the new paper pulp mill is established, manufacturing its product from native Florida sawgrass; Groveland, a lumber section, and Tavares. The perfume plant at the last place was shown to the Californians and samples of violet water were given to all.

The party has declared the trip nothing short of a revelation. They are astounded at the quantity as well as the quality of citrus and green vegetables grown in a State which they considered a mass of swamps and sandsoak.

The chief criticism they have to make of the citrus question is the fact that Florida is not standardizing its varieties of oranges and grapefruit as California has done, and they suggest that the sooner a few varieties are adopted and the rest discarded the better it will be for the industry.

Also they wish to state to their friends in California that the welcome accorded them from the minute they reached the State line a week ago until the present time exceeds their fondest hopes and that Southern hospitality has proved true to its reputation.

L. A. Examiner

Citrus Growers Visit Haunts of Ponce de Leon

Californians Drink at Spring Where Explorer Hoped to Regain Youth

BY CON O. LEE

DELAND, Fla., Feb. 16.—The party of California citrus growers which has been attending the South Florida Citrus Growers' fair, left Sanford at noon for Deland via boat, arriving at 4 o'clock.

Here they visited De Leon Springs, the famous reputed Fountain of Youth, one of the many springs that Ponce de Leon sought for in the hope of restoring his waning vigor. Every one took a drink of the water of the spring and also examined the old mill wheel erected by the Spaniards several centuries ago.

Later in the afternoon a visit was made to the farm of Lue Gim Gong, the Florida Burbank, originator of the orange bearing his name and of the perfumed grapefruit.

The venerable Chinaman welcomed the westerners with charming courtesy and told them many quaint stories. His orange tree is one that will hold fruit two or

The party breaks up officially Friday morning. Some will go to the East coast, others to Cuba and some back to places already visited.

Examiner

WINTER HAVEN GREETS CALIFORNIA TOURISTS

MOTORCADE FEATURES ENTERTAINMENT

Visitors View Beautiful Scenic Highlands and Marvel At Sight

(Special to The Tribune)

WINTER HAVEN, Feb. 11.—Winter Haven had the honor of entertaining the California party now touring the state, Saturday, and superintended a motorcade througout the Scenic Highlands that occupied the afternoon.

The party came to Lakeland from Tampa, Saturday morning, and was met by a Lakeland and Bartow delegation, numbering a score of cars. After a brief visit in Lakeland, the party motored to Bartow, and viewed the sights in the capital city for half an hour, and then proceeded to the intersection of the Lakeland-Winter Haven road, where they were transfered to Winter Haven cars. The visitors were taken over the Eloise-Lake Ruby road, from Eagle Lake, and reached this city at noon. A Brief visit was paid the Winter-Haven Exchange, the Klemm and Son Packing House, and the Florence Villa Citrus Exchange. The visitors were enthusiastic in their praise of the equipment and methods of these the largest exchange and independent citrus houses in the state.

Following this tour of inspction, a brief visit was paid to Lake Alfred and the Lynchburg groves, and the party then returned to the Florence Villa hotel for dinner, at 2 p. m. Eighty persons including the Winter-Haven board of trade members and their guests, sat down to the tables, and a typical Florence Villa banquet was served.

President May of the board of trade, acted as toastmaster, and he introduced Dr. J. H. Ross, president of the Florida Citrus Exchange, who delivered the address of welcome. Dr. Ross is an inimitable speaker, and his address was replete with humor and a plea for further cooperation between the two great citrus states. A witty comparison of Florida and California "climate" by the Doctor convulsed his hearers.

Geo. C. Roeding, of Fresno, and director of the party, gave the response. Mr. Roeding, in a brief address, stressed the need of a better understanding and cooperation between the two states, and pleaded for the adoption of better business methods. Mr. Roeding is the president of a large nursery company at Fresno, and is one of the leading citrus authorities and growers on the Pacific coast.

Following the banquet, each visitor was presented with Winter Haven booklets and a can of "Sealdheart", the grape fruit canned at the Eagle Lake Canning factory. The motorcade then resumed through the Scenic Highlands and into Lake Wales and Highland Park, where brief stops were made. The motorcade then returned over the Highlands to Haines City, where supper was served them, and they left, on the evening train, for Orlando, in which city they will remain until Tuesday.

The California party consisted of fifty people, and the motorcade was piloted by C. H. Walker, of Bartow, president of the Polk County Citrus

Tampa Tribune

"HOWDY NEIGHBORS" IS NOVEL FEATURE

Committees Representing Various Citrus Organizations Greet Visitors

(Special to The Tribune)

ORLANDO, Feb. 11, Orange county welcomed the fifty one members of the California citrus party with open arms at Orlando on Saturday night when they arrived at 9:30. A committee representing the Orange county Chamber of Commerce, the Fruitman's Club and the Orange County Sub-Exchange had arranged a splendid three days program which really began when W. M. Tarpley of the Dr. P. Phillips Company met the party at Haines City with their hotel reservations, assignments were made on the train and at Orlando a reception committee met the party in waiting automobiles and took them direct to their hotels.

The Orange County Chamber of Commerce issued a most attractive special edition newspaper headed "Howdy Neighbors" which was filled with interesting items about members of the visiting party, alleged photos of various members information about Orange County, the complete program for their stay in this vicinity and a cut showing the eight splendid citrus fruit packing houses located in Orlando. This clever little publication proved to be an interesting item in the pleasure of the party.

Sunday morning the Orlando churches had invitations to service in the hotel boxes of each member of the party and representative from the churches met the Californians in the lobbies of the hotels and escorted them to the churches of their choice.

Enjoy Motorcade

At 3 o' clock Sunday afternoon the party were met at their hotels and taken in automobiles to see Orlando the beautiful on a drive winding in and out among the seventeen lakes within the city limits and then out Pine Tree Inn, Windemere for a view of the wonderful sunsets across the lakes and a chicken dinner for which this Inn is famous. After dinner there were a few speeches.

Raymer F. Maguire, state attorney elect and the new president of the Orlando Chamber of Commerce was the master of ceremonies and introducted the speakers of the evening who interesting addressed the ninety five guests of the evening.

Karl Lehmann, secretary of the Orange County Chamber of Commerce extended a welcome on behalf of Orange Couty assuring the visitors from the Pacific Coast that Orange County which is the center of the citrus marketing of the state of Florida and second in production heartily welcomed them to state and county. He told of the 663 miles of hard surfaced highways of the county, of the beautification program well started, of the rich and productive trucking lands, of a county of prosperous and happy people who as hospitable as they are contented with this great section of Florida.

Frank K. Andercon of the American Fruit Growers inc., gave a brilliant and humorous address in which he told of the common problems and great opportunities for growth and marketing of citrus fruits the country over and that these two great states at the Southwest and the Southeast of the country can work together to our mutual profit.

Dr. Phillips Speaks

Dr. P. Phillips was the next speaker in which he suggested that if these two great states ever had taken up the hatchet, it was time to bury it and that we work together in harmony and fellowship. He admitted the superiority of Florida grapefruit as readily as he complimented the California valencias.

On Monday the party will go out to West Orange county for a trip through packing houses, groves and trusk forms and a pruning demonstration and discussion at the L. W. Tilden place at Tildenville, followed by a dinner at the West Orange Country Club with an address by J. H. Sadler of the Orange County Sub-Exchange and others.

Monday after the party goes to Winter Park, and to the Orlando Country Club for an interesting evening's program and Tuesday morning Orange county delivers them to Lake County.

Tampa Tribune

CALIFORNIANS GIVEN FINE ENTERTAINMENT

ARE MUCH IMPRESSED WITH LAKE COUNTY

Visiting Delegation Views Monster Groves and Big Fish on Tour

(Special to The Tribune)

EUSTIS, Feb. 15.—The California visitors reached Lake county on schedule, and were met at Mount Dora by a delegation of representative citizens, officers and members of the Lake county chamber of commerce of the Eustis chamber of commerce and other civic organizations of the county. Also a number of the largest citrus growers of the county were in the welcoming party.

After a stop in Mount Dora, the visitors came to Eustis where luncheon was prepared for them, their escort and a number of Eustis citizens, including the members of the Tuesday Noonday club.

General Blanding, of Leesburg, manager of the Exchange of this district, was toast master, and in short, but appropriate speeches introduced the speakers in turn. R. P. Burton, president of the Lake county chamber of commerce, was the principal speaker. Mr. Burton spent a number of years in California and is conversant with conditions of the citrus industry in that state as well as at home. Mr. Burton's welcome to the visitors was responded to by Mr. C. E. Utt, of Tustin, Cal., who made quite a hit with the audience by saying that Florida had pushed California off the boards and that his state was making a frantic effort to catch up. He only claimed supremacy for his state in one particular, and that was the big trees. He said that formerly his state stood preeminent in the number of liars and the size of the lies, but again, that Florida had demonstrated her capacity to keep abreast or take the lead.

Asks Co-operation

Judge Charles C. Arnold of Riverside, Cal., made a strong plea for co-operation between the two citrus-growing states, especially in the matter of advertising. He said that the interests of the two sections were mutual, not competitive and antagonistic. Col. George C. Roeding, of Fresno, in a strong speech, told the citrus growers of Florida that they have much to learn, or at least put into practice, before they can realize the full measure of success to which they are entitled.

Of no little interest to the visitors were the four large black bass, weighing respectively, 9 1-2, 11.3, 14.3 and 16.1 pounds. The fish were caught out of a nearby lake and were preserved on ice for the inspection of the visitors. One Californian remarked that the fish looked good as they were, but if they had been baked and put on the table at luncheon they would have looked better to him. The party went from Eustis to Leesburg and from there to most of the principal towns of Lake county. There were nearly forty Lake county cars in the motorcade. At the Wekiwa bridge the visitors were turned over to a delegation of Seminole county citizens.

Reach Leesburg

LEESBURG, Feb. 15.—Reaching Leesburg about three o'clock Tuesday afternoon the Californians, who were being swung around the circle by Willis B. Powell, secretary of the Lake county chamber of commerce, and other citizens of the county, were given the glad hand by Leesburg people. There were about thirty-five men and women in the party from California and they expressed surprise at the magnitude and extent of the development in Lake county, especially in the way of the citrus industry.

G. G. Ware, president of the First National Bank, Dr. W. A. MacKenzie, mayor-commissioner, R. P. Burton, president of the Lake county chamber of commerce, and General Blanding of the Citrus Exchange were among those who met the party at the Orange county line and escorted them over the county. At noon the Californians and other guests were entertained by the Noonday Club at the Fountain Inn at Eustis where General Blanding acted as toastmaster and an interesting address was made by R. P. Burton, which was responded to by members of the visiting party.

After the luncheon the party proceeded on the long trail over the county, and according to members of the motorcade more than 150 miles were traveled all in Lake county. The Californians said this was the greatest distance that they had yet traveled in any county. The party was much interested in the beautiful scenic points along all of the roads traveled and one remarked that "the half has never yet been told."

Tampa Tribune

CALIFORNIA PARTY TO VISIT SANFORD

FINE ENTERTAINMENT IS PLANNED

Various Civic Clubs Make Plans For Great Celebration in Honor of Visitors

(Special to The Tribune)

SANFORD, Feb. 10.—Sanford is making elaborate preparation for the entertainment of the California party of citrus growers now touring the state. The program of entertainment is being handled by a special committee of the chamber of commerce. During the time that the party is in Sanford the arrangements provide for a continuous session of sightseeing trips, entertainments, etc. Lake county will turn the party over to the Sanford delegation at 5 o'clock the afternoon of the 13th at the Wekiwa bridge, the Lake-Seminole county line. An informal reception will be held that evening, at which time the city and county officials, and also those of the civic clubs will welcome them to Sanford.

Tuesday morning a motorcade through the celery fields will afford the opportunity of inspecting the wonderful agricultural development around Sanford. Inasmuch as the shipping season is now under way the Californians can observe the methods and system in saving Sanford's enormous celery crop. The pre-cooling plant will also be visited. From the pre-cooling plant the party will be shown the many subdivisions of Sanford and the city's residential section. From this point they will visit the icing station, which is conceded to be the largest original icing station in the world.

Following this they will drive to the Sanford Country club where luncheon will be served, and during the remainder of the afternoon the individuals so desiring will have the opportunity of playing on Sanford's new golf course. The chamber of commerce has arranged a banquet for that evening in the dining room of the Valdez hotel complimentary to the visitors, at which time formal addresses of welcome will be made by the mayor Forrest Lake, and A. P. Connelly, president of the Chamber of Commerce. The speaking program has been arranged so that the majority of speakers will be Californians.

The committee in charge has arranged for an interesting musical program in conjunction with the dinner. The menu will consist of Seminole county products entirely, especially featuring the celery that has made Sanford famous. The 154th Infantry Military Band will give an hour's concert immediately preceding the banquet.

The visitors will spend the evening of the 14th in Sanford and the following morning a delegation from Volusia county wil l arrive to take them in charge. They will leave Sanford for DeLand via the Clyde Line, the river trip having been arranged in preference to the one via auto.

Tampa Tribune

CALIFORNIANS SEE BEAUTIFUL MANATEE

WESTERNERS TO VISIT PINELLAS TODAY

Will Then Go to Polk County —Impressed With Trip

The "See What Florida Is Doing" party of fifty-one Californians yesterday made their first visit to the truck raising and citrus sections of the South, taking in Manatee county.

Leaving via the Adams boat line at 8 o'clock in the morning the party reached Palmetto at about 12:30 o'clock. Here they were met by a joint reception committee of citizens from Palmetto, Bradentown and Manatee and taken to the Oaks, where they ate what all described as the best meal served since leaving California.

The committee entertaining the guests consisted of W. E. Mann, E. P. Green, mayor of Bradentown, Rev. W. J. Sanborn, Robert W. Bentley, representing the press, H. G. Gumprecht of the Florida Citrus Exchange, Reed Curry and others, Dr. J. T. Barrett was chairman of the day.

After lunch a visit was made to the celery, lettuce and truck farms, and packing houses, were also inspected. The 400-acre grove of the Atwood Company and the nurseries of E. N. Reasoner at Oneco were also opened to the guests.

On all sides expressions of commendation were heard from the members of the party, who were surprised to note the high class fruit and garden truck raised on the fertile muck and marl soils of Manatee county. Much interest centered on the Foster pink grapefruit and a pink variety of the Marsh seedless, which were shown by Mr. Reasoner.

After the inspection of the farms groves and nurseries the party returned to Bradentown where they dined and then adjourned to the court house for a few minutes mutual exchange of views.

Speakers from Manatee county went on record as endorsing the action taken by the Tampa meeting Wednesday night in bringing the citrus growers of both states together in solving problems of co-operation and marketing. Manager Gumprecht said he would like to talk for three hours instead of five minutes on this important topic, which was one thing on which both could combine, no matter what the differences of culture and climate might do to keep them apart.

The following itinerary has been arranged for the coming week.

Today a delegation from Pinellas county, headed by Secretary Lewis of Clearwater, will meet the visitors at the Tampa Bay hotel and escort them in automobiles through the groves on the Pinellas peninsula.

On Saturday they will leave the union station at 7:10 o'clock in the morning, taking the train for Lakeland, where they will arrive at 8:25 Autos will meet this train and take the party for a trip through Polk county and the Scenic Highlands. The machines will take them to Haines City, where they will board the 7:32 train for Orlando, arriving there at 8:57. They will remain at a hotel in Orlando Saturday, Sunday and Monday nights. Some program will be arranged for Sunday.

On Monday the Orlando Board of Trade and other civic organizations will jointly take the visitors in charge, dinner and lunch at the country club being on the program during the stay in the City Beautiful.

Tuesday morning the Boosters club of Lake county will call at the hotel in Orlando and escort the Californians through the northern section of the citrus belt, delivering them at Sanford in the evening.

Wednesday the Sanford Board of Trade will show the celery belt of Seminole county to the visitors, who will remain there over night, reservations already having been made.

Tampa Tribune

SANFORD GREETS FAR WEST PARTY

Newspaper Gets Out Special Edition for Californians.

(Special to The Times.)

Sanford, Feb. 15.—Sanford outclassed the reception given the California party by any other city on the trip through Florida. A special edition was published in their honor by Bob Holly, editor of the Herald, with streamer on front page and double column editorial.

The day was spent in viewing celery fields, of which there are about 3,000 acres at Sanford. The shipping sason is now at its height. The party showed much interest in precooling plant controlled by Celery Growers' association, affiliated with Citrus Exchange. This chills car crated stalks so that they require but one icing to destination at New York or Chicago.

The party interviewed only Japanese farmer in Florida, I Toyama, who has 20 acres. He has been here nine years and has one Jap helper, T. Ninami.

The trip tomorrow will be by inland waterways to DeLand, where program will end so far as California party as a whole is concerned. Some will ivsit Miami and east coast, others will return by Washington and New York.

Tampa Tribune

CALIFORNIA PARTY SEEING TAMPA TODAY

MEETING TONIGHT ON CITRUS SUBJECTS

Fifty-one Men and Women From the Coast Now on Tour of Florida

The party of fifty-one California men and women on a tour of Florida, arrived in Tampa yesterday morning, three hours late. Missing breakfast, their lives were saved by oranges and grapefruit left over from Monday's supper.

A few of the party visited the county displays in the South Florida Fair buildings and many received visits from Floridians who were in the party which visited California last June.

A suggestion by Col. George C. Roeding, chairman of the visiting party, to hold a joint meeting of Florida and California growers tonight to discuss matters of interest to both states, was heartily approved by Edgar A. Wright and other Tampans. The meeting will be held in the assembly room, third floor of the city hall, at 8 o'clock tonight and all interested are invited to attend. Mr. Wright, editor of the Florida Grower, and Judge C. C. Arnold of California, will preside jointly. The following program has been arranged:

"Fertilizing and Cultivation," by Frank Senn of Winter Haven and E. I. Ames of Pasadena.

"Marketing and Future of Industry," George Scott, sales manager of Florida Citrus Exchange, and Judge C. C. Arnold of Riverside.

"Pruning," William Gomme, county agent of Polk county, and E. E. Goodale of Lemon Grove.

"Varieties and Their Mutations," Dr. J. R. Barrett of the United States government experiment station at Riverside, and H. E. Stevens, county agent of Lee county.

"Co-operation to Get Results to Improve the Industry in Both Florida and California," Dr. J. M. Ross, president Florida Citrus Exchange, and D. W. Coolidge, Pasadena.

The visitors from California are the following: Mr. and Mrs. E. I. Ames, Pasadena; R. S. Anderson, Santa Ana; C. C. Arnold, Riverside; Dr. J. W. Bean and wife, Ventura; Mrs. Emma Bishop, Santa Ana; Miss Lois Boltinhouse, Pasadena, secretary of the party; D. F. Campbell and wife, Orange; D. W. Coolidge, Pasadena; J. W. Cobert Riverside; J. W. Cox and wife, Whittier; W. F. Grist and wife, El Modena; Dan Emmett and wife, Ventura, a namesake and cousin of the author of "Dixie"; William Farr and wife, Riverside; R. M. Fay and wife, Anaheim; L. C. Flippin and wife, Orange; T. Ashton Fry, Hollywood; E. W. Gary, Ventura; E. E. Goodale, Lemon Cove; Charles H. Hamburg, Whittier; Mrs. L. C. Hart, Los Angeles; L. W. Hemphill and wife, Orange; W. S. Hill and wife, Orange; Mrs. Alice Hitchinson, Whittier; Harrison Kerrick, Colton; V. W. Roberts and wife, Fullerton; George C. Roeding, chairman and director of the party, and wife, Fresno; W. H. Simley, Whittier; Fred Stebler and wife, Riverside; Miss Flora Trull, Pasadena; C. E. Utt and wife, Whittier; A. C. Catts, Hollywood; Mrs. M. H. Wievers ,Rivera.

Formal ceremonies of welcome for the California delegation will open at 11 o'clock this morning when addresses and other events will take place in front of the band stand at the fair grounds. City officials and officials of the fair association will take part in the ceremonies. Mayor Charles H. Brown will welcome the visitors on behalf of the city. President W. G. Brorein will speak for the fair association in extending a welcome, and the address of welcome on behalf of the press will be delivered by Edgar Wright.

G. C. Roeding Tells of His Impressions of Florida

George C. Roeding, the well-known California nurseryman and owner of citrus property in Tulare county, who was chairman of the California party which visited Florida in February, gives his impressions of Florida in a recent issue of the *Florida Grower*. Almost two pages are devoted to the subject.

Mr. Roeding first expresses his gratitude for the many courtesies extended by the Floridans to the California group. He speaks very highly of Florida and the tremendous possibilities which it has in an agricultural way and as a tourist center. He comments favorably on the South Florida Fair which was in progress when the party arrived in the state.

Following are a few excerpts from Mr. Roeding's article, giving only the high lights and principally that portion referring to citrus, as that is the thing in which readers of the *Citrograph* are chiefly interested:

"I became thoroughly convinced that Florida was in the game to stay, and that it had a most remarkable future not only in the cattle and dairying business, but more so in trucking and fruit growing.

"To come right down to brass tacks, in a few words, Florida is being overwhelmed with a great wave of outside people who appreciate its possibilities and who are sure to push aside those who have lived here for years and who do not believe in progress; and who will build up just as they have done in California another empire which is bound to be recognized, if I am not badly mistaken, as standing next to California in agriculture and horticulture.

Should Standardize Varieties

"I have been speaking largely in generalities. Now for a few facts.

"Your citrus industry has been going along for years now without apparently any great leader, and one is badly needed, according to my views, at the present time.

"To be sure you are making money now. And as a result of it exploitation schemes in which large plantings of citrus are being made for non-residents, are being promoted.

"Too many promiscous plantings of citrus trees are being made, and I am sorry to say that varieties are largely a matter of indifference, although I am willing to concede that you have some very good varieties.

"Having been engaged in the nursery and fruit business for a great many years I think I am in a position to analyze the situation more clearly than the average man who has only been engaged in one line of endeavor in fruit culture.

"You will admit that California is your great fruit rival.

"You will also admit that you are trying to copy our methods.

"This is good as far as it goes, but I do not hesitate to say that in your methods of culture and in the matter of varieties, you must work out your own salvation.

"You cannot copy our methods, because as a whole neither our varieties nor our cultural methods will fit in with your conditions. If you want a guide California can set a most excellent example for you to follow when you know that in the matter of varieties of oranges, lemons and grapefruit, our immense output of all these fruits, namely 30,000,000 boxes every year, is centered into five varieties, and that scientific methods are being very closely followed to make these better than they are.

"At the Fair in Tampa, if my memory serves me correctly, I saw more than 50 varieties of oranges, 20 varieties of grapefruit, five or six varieties of limes and a few varieties of lemons. It is quite evident that the growing of lemons in Florida has nothing to recommend it.

"So there is no need to consider this particular fruit in my arraignment of what you are doing. You had better take time by the forelock, reduce your varieties to a minimum and then bring them up to the very highest possible standard.

"The same may be said of your vegetable industry.

"Standardize certain varieties! And after you have once proved their value, make them stand out in your advertising campaigns and back these up by putting up nothing except the very highest grade stuff, and connect this up with proper marketing methods and you will establish your position beyond any question of doubt."

The Citrograph June 1923

FLORIDA LOOKS TO CALIFORNIA AS STAR IN COOPERATION

Fresno Visitor In Southern Resort State Sees Wonderful Possibilities Coming To That Section

The luxuriant, balmy southland of Florida, with its tropical fruits and wonderful climate—one of the oldest settlements in United States—looks to California as the lode star of progress and she is seeking to model after her, epecially in the cooperative marketing of her fruits.

This is the report of George C. Roeding, horticulturist of Fresno, who acted as chairman of party of leading citrus growers who paid an extended visit to Florida during the past few months. Roeding returned to Fresno the other day.

Cooperation between the California citrus growers and the Florida growers in increasing the consumption of citrus fruits will probably be the next phase in the development of their mutual interests, he said. While California and Florida compete in the marketing of their fruits, they could well carry on general advertising together.

HONEST BOOSTER

"The finest compliment paid me during the six weeks or more I spent in Florida and Cuba was in Eustis, Florida, where our party of citrus growers were given a luncheon by the chamber of commerce and citizens of Lake county," he said. "While sitting at the table, surrounded by a number of the Floridans, all of whom seemed to be of the opinion that California was the paradise of the world and that everything there must be just about right—no matter whether it was citrus growing or any other line of business—I happened in the course of the conversation to allude to the fact that the citrus groves of Florida really presented a better appearance, as a whole, than those of California. This caused rather a surprised comment on the part of several of the citrus growers sitting near me, and finally one of the men, who was directly across the table from me, said, 'Say, you are an honest booster, are you not?' I was called upon later on to make a talk to the assemblage and used this remark as a basis. Hence, I am going, in as far as possible to give only facts in this article. When our party of 51 citrus growers left Los Angeles on February 1, it was a cold, bleak, disagreeable day, and the day before in my trip from Fresno to Los Angeles, snow was on the ground all the way down the line, practically as far as Glendale; so you see that even in 'sunny California,' which we Californians like to brag about, there are times when the weather is not just to our liking. I may say that practically all the way from California to New Orleans, the storm followed us, and when we landed in the Creole city, it was even colder and more disagreeable than it was when we left California.

DRY WINTER

"Florida has practically no rain during the winter, and at times this dry weather is so serious, particularly in March and April, that the citrus trees lose a good part of their foliage. Irrigation could be practiced very easily, however, but the people engaged in citrus culture have had things come their way so easily that they have not even taken the trouble to attempt to pump water out of their numerous fresh water lakes, except only in a few instances.

"I think it is safe to say that Florida can grow citrus fruits for just about half of what we can produce them for in California. Their big expenditure is in the purchase of commercial fertilizer, of which they have to use very liberal quantities, and this happens to be the case with everything that they grow. Without fertilizer, no crops can be produced and be made profitable. Just to give some idea of the extent of the vegetable industry, I want to say that in the town of Sanford, in Seminole county, we had the pleasure of a drive through the celery fields and saw, practically in one body, two thousand acres in celery, owned by a number of growers, from which they expected to ship during the season, ending April 1, four thousand carloads. In Miami, the great watering place of Florida today, I saw equally as large an acreage planted to tomatoes. The vines were growing luxuriantly, and when I was there, in every small hamlet one came to within this field, carloads were standing on the tracks ready for shipment. The great problem which they have in Florida, particularly along the east coast, is transportation. The Florida east coast railroad is the only line along that coast, a distance of some seven hundred miles having only a single track. It is next to impossible for this road, during the winter months, to handle the enormous tonnage which it has to transport, and also provide service for its passenger service, which is so heavy that it taxes the railroad beyond its capacity. Just to illustrate this point, I want to say the city of Miami has a permanent population of 50 thousand people, and when I landed there on February 21, according to all reports, there were at least 100 thousand people in the city.

REMINDED OF FRESNO

"I have every reason to believe that it was true, because it was next to impossible to get through the crowd on the sidewalks, and I remarked to Mrs. Roeding that there was so much activity and bustle in Miami that it forcibly reminded me of Fresno. From West Palm Beach south to Key West, from the tropical vegetation which luxuriates in this section of Florida, one is led to believe that instead of being in the temperate zone you are really in the tropics. The cocoanut palm is to be seen everywhere. It is used for decorating the gardens, for avenue purposes, and with it there are many other delicate varieties of trees and plants growing luxuriantly which would only thrive in California in a few of the very warm sections and in greenhouses. I also visited some of the islands along the coast of Florida and one in particular had several hundred acres in cocoanut palms. Mangoes, avocados, cherimoyers, papayas and endless varieties of other tropical fruits thrive in this section. In fact, there was no question in my mind that the mango, which is known as the peach of Florida and practically receives the same title in Cuba, is going to be an important article of commerce from the southernly section of that state.

"The people of the East and Middle West are beginning to appreciate the value of Florida's winter climate, and, according to all reports, the travel is increasing at an amazing rate. Miami seems to be the Mecca, for here the realtors certainly dominate. As one big banker in Miami said to me, 'The biggest business in this section of the state today is the exchange of real estate.' Townsites around Miami are just about as common and have as many boosters considering the size of the city as in our dear old City of the Angels in California. Really I am at a loss to understand why the people of the Middle West and eastern states have not flocked to Florida years ago in preference to coming to California.

EASILY REACHED

"From the most northerly sections of the United States, Florida is easily reached within a period of about 36 hours. The fact that there is no rain in the winter; that it really is summer in midwinter; that one can wear the very lightest summer clothing and feel comfortable; that the sea bathing all along the coast and west coast is delightful, the water being of a beautiful emerald green color, varying in temperature from 65 to 72 degrees; these conditions certainly present a series of attractions hard to beat. I predict that Florida will within a few years come out of its lethargy, due to the lack of progressiveness on the part of the 'cracker,' and with the advent of people from the sections already alluded to. Under these conditions, the spirit of the new South will become as pronounced in the most southerly sections of the United States as the spirit of the West is in California and the other states which border on the Pacific.

"From Miami, Mrs. Roeding and I went to Cuba, taking the Florida East Coast railway as far as Key West. The railway of the keys is one of the great engineering feats which is well worth seeing. I had the pleasure of meeting W. J. Krome, the chief engineer of the construction work of this most remarkable road, who engineer, now that the road is completed, devotes his time to the growing of avocados and mangoes, of which he and his associates have very extensive orchards. I learned from him some of the difficulties which they had to contend with while it was being built. One of the problems was the frequent hurricanes. In order to beat these wild storms he carried an aneroid bariometer with him at all times, and when one of these storms was expected all the boats which were used in the construction work were immediately scutttled until the storm passed over."

Mr. and Mrs. Roeding visited Charlsetown, Boston, Cambridge, New York and other interesting points.

Fresno Republican
May 20, 1923

THE FRESNO MORNING REPUBLICAN, SUNDAY, MAY 20, 1923.

Where Tourist Is Reminded Of California

Some scenes on Florida's east coast which recall to the traveler's mind the beauties of California's citrus belt and salubrious coast. Fresnan sees opportunities for Florida. Inset is George C. Roeding who recently returned from the southern paradise.

State Orchard, Garden and Vineyard Output In 1922 Reaches $200,000,000 Turnover

Coast Commonwealths Lead Achievements While East Is Found Only in Formative Stage in Issue of Modern Co-Operation

Spirit of Organization That Has Meant So Much in Progress Here Based on Economic Factors, With Business Education of Growers Leading Matter

By GEORGE C. ROEDING

CALIFORNIA production of orchard, garden (vegetable) and vineyard crops for 1922 represented a gross turnover in excess of $200,000,000. Of this possibly over 60 per cent was marketed through growers' co-operative organizations. Florida during the same year, of the same products, had an annual turnover of about $60,000,000, of which fully 35 per cent reached Northern markets through co-operation channels. Other states enjoying similar experiences with horticultural and garden crops are Oregon and Washington and possibly a few additional states representing smaller volumes of production with corresponding reductions in annual gross turnover. It will thus be seen that in tangible results co-operative fruit marketing and distribution has made a robust growth in the past two decades. Something might be said for similar achivements, but in so far as my observations went during a three months' tour in the East, their co-operative work is still in the formative period.

This admission does not imply, however, that all the problems confronting co-operative marketing have been solved. My trip revealed conditions whose tendencies must be corrected, or we may encounter trouble. Some of these came to the surface in the late financing and reorganization of the raisin growers, and likewise changing economic conditions have affected organized efforts in the Eastern States.

It is probably safe to say that prior to the year 1900, fully 90 per cent of the attempts at co-operative marketing were abortive and ended in disaster. This was not at all strange, because there was no adequate legislative machinery by which organization could be perfected, those sponsoring the movement were often wanting in a definite plan and allowed their spirit of altruism to take the place of finance and knowledge of fixed trade and market conditions. These and many other facts dealing with early co-operative experiences were graphically brought to mind in several interesting interviews I had while in New York with John J. Dillon, late chief of the New York Bureau of Markets, and who has been actively connected with agricultural affairs for over fifty years, being an interesting witness to the development of the co-operative movement for an equal period of time. Some of his conclusions are that for effective operation co-operative bodies should be incorporated based on voluntary association; no one must be coerced to join. Each person must have an equal voice, which means one person one vote, no stock voting or proxies. Each person must share equally in the benefits of the association.

The spirit of organization must be altruistic but based on economic factors. Ultimate success depends on the education of growers along business lines based on co-operative principles and practice. Monopoly in restraint of production or arbitrary price inflation is obnoxious to co-operation, which must build up public confidence in its methods and decisions. The closer the whole membership is to the management the better. The personal equation and mutual understanding is of prime importance. The chances of success are vastly improved where the association handles one crop or product, such as citrus fruits or raisins, prunes or walnuts.

In connection with any particular soil product it is mighty poor policy for co-operative organizations to go into the timber and box business, the label printing industry, the manufacture of paper cartons, or any other activity whose products they may require for the marketing of their goods; or (as has been frequently stated by their management), to prevent those lines of business from exacting exorbitant prices. Open competition invariably remedies the latter proposition.

In my opinion, co-operative organizations among growers have about all they can do solving problems affecting their own products and in securing efficient men with initiative and judgmtnt to manage their affairs without engaging in other industries about which they have absolutely no knowledge nor practical experience. And finally, economic supervision, vigilance and merciless publicity. It will be noticed that in the literature, both of books and floating newspaper discussion, there is expressed a conviction that co-operative organizations must be non-profit in character, which may explain their want, at times, of available capital. While it is quite true that efficient and economic service in the marketing of soil products is a dominant feature, it is also true that their aim is to get the highest price possible for their products. When this happens in good years it works fine, but suppose the crop fails or the market goes to pieces (as it sometimes does), what then?

Unless co-operation enjoys reserves or an accumulated surplus disaster will follow. If it enjoys several years of prosperity the chances are its individual units will reinvest their profits by increasing the volume of product they are handling. Such a condition will also induce others to go into the same line of rural industry. As a result, in a few years the volume of crop has so increased that the matter of better markets, wider distribution, or a larger diversity of uses becomes a serious question. Even now this is a condition that confronts the raisin industry.

The same thing has happened elsewhere with other products. It constitutes a warning to try and maintain a "balance" between demand and supply. There are always plenty of hungry people in the world to eat everything in sight, the difficulty seems to be to get food to them at a price that will "move the goods" and yet satisfy the producers in the way of profits.

Much is also said and written of an altruistic nature in connection with the co-operative movement, but the cold fact remains that self preservation is primal and to get a good price for the products of each member is fundamental. accomplish this their altruism to outside interests handling the same products does not always suggest reciprocity. In its last analysis

GEORGE C. ROEDING

this means that some avenues of distribution have been ignored and not always to the benefit of co-operative marketing. I can appreciate the attitude and the feeling that prompted it, but sometimes question its wisdom. The elemental thing is to move the crops by utilizing every possible prospect of a market and every possible avenue of distribution.

The mill will never run again with the water that is past, hence relegate the doings and acrimonious discussions of yesterday to the limbo of forgotten things. In my judgment, co-operative marketing among producers has come to stay, hence let us all, banker and grower, merchant and manufacturer, try and iron out its faults, wring out the weak spots, and go "straight ahead."

S.F. Chronicle
May 27, 1923

George C. Roeding, Niles, Cal.

An Encomium

Mr. Roeding is a wonderful man, and I fear the profession in this State (California) does not, as a rule, appreciate his worth to it. To him, more than to any one man of this commonwealth, are due the rapid strides which have been made here in economic horticulture. Mr. Roeding's Botanic Garden and Pacific Coast Arboretum will surely become a reality if he is spared to us, for when he dreams a dream, he is able to make it come true. He goes about his work without ostentation, without the blowing of bugles and without the aid of a brass band. He has spent more money on experiments in fruit growing and in the propagation of economic plants than most men have ever possessed. He has a tenacity of purpose with which few men are gifted. P. D. B., Cal.

Florists Exchange
June 2 1923

Co-operation on the Pacific Coast

THE R. N.-Y. staff had a most enjoyable visit last week with Mr. George C. Roeding, the noted horticulturist and business developer of California.

Mr. Roeding is a strong advocate of true co-operation as a means of marketing farm products, but he observes, as the rest of us do, that we have too many ill-advised experiments and too many selfish promoters in the co-operative movement for its permanent development. This condition, he says, makes the system too costly in the West, as well as in the East. He finds the feeling in the East that co-operation in California has reached a degree of perfection that does not exist there, though the system has undoubtedly made greater progress on the Pacific coast than in other sections of this country. He was entirely in accord with the co-operative policies of the late Harold Powell, and with the principles always advocated by this paper. Men who are too small for their jobs, are, he says, the danger to co-operation. Members who do it themselves are the hope of its permanent success.

Rural New Yorker
June 2, 1923

Horticultural Conditions East and West

By W. R. Wood, Associate Editor

AND so the California Cultivator would like to learn something of my trip through the Southern states, notably Florida, and along the Atlantic coast; information bearing on fruit production, marketing and horticultural conditions generally?"

It was George C. Roeding returned from a three months' tour throughout the East who spoke in reply to a request for an interview from the Cultivator's representative.

"Yes," replied the writer, "we believe that just at this time you can tell something of more than passing interest to the people of California. For instance, what impression has collective marketing produced in the distributing centers of the East, and especially among producers? Of course, our marketing problems and their successful solution were more or less a topic of interest in the trade as well as among growers?"

"You are quite right; it was a topic of interest wherever cooperation had gained a foothold. Everywhere there is a demand among producers for wider markets and better distribution,

George C. Roeding

coupled with economy and efficiency in business methods. This desire is often inarticulate; it may here and there do inadvisable things; it may in cases fail to attain desired results; but believe me it is pulsating from California to Maine and from the Great Lakes to the Gulf of Mexico. And it is my judgment that cooperative marketing on the part of producers has come to stay. Properly handled it can be made of great service, and as time goes on and the producers become better acquainted with business methods, it will certainly fulfill its mission. While in New York, it was my good fortune to have several intimate talks with John J. Dillon, the able publisher of The Rural New Yorker and author of a recent book on cooperation that ought to be read and studied by every grower in California, who has had experience in cooperative marketing and organizations in New York state for over a quarter century. His observations and conclusions often coincide with experiences in this state. It is his judgment that if producers are to come into possession of their own, cooperative marketing must succeed, and that its ultimate success is possible only where it commands the respect and confidence of all other lines of business. Mr. Dillon is also emphatic in the declaration that particular lines of production should limit their operations to their specialty; in other words, the moment a cooperative organization goes into side lines, such as making the shoes that its members wear, the tools that they use, the packing material that they consume and the publication of farm papers, that moment they negative those interests and fail in cooperative community development. It usually results in a spread out of interests and activities that brings about the leakages invariably following a business that tries to cover too wide a field. More than one cooperative movement has floundered and gone to pieces because it failed to stick to its particular line. It may sound paradoxical, but many cooperative organizations fail to cooperate; that is, the individ-

(Continued on Page 46)

ual units that make money by commanding better prices do not support the organization by creating a reserve or surplus fund or by adjusting production so as to establish a balance between supply and demand that will maintain satisfactory returns. What do they do? In New York after the dairymen became strongly organized and made some headway, they commenced to get better prices, not only because they were organized but because they standardized their product and handled it more economically and efficiently. Now, that certainly was encouraging, but what followed? At once there was increased production, people went in for dairy farming, others increased their herds, with the result that milk commands a lower price than it did a few years ago. Take the raisin business. Growers, instead of creating a surplus or diversifying their crops or seeking investments in other lines, put all their profits into new planting, while many new recruits were also attracted to the business. Result? Reduced prices for raisins, a large surplus carry over crop and an increase in annual production that promises to be enormous. These elemental conditions call for vision, initiative, judgment and executive ability of a high order in the handling of constantly increasing crops and their manufacture into food products. Cooperation has functioned along profitable lines by establishing brands and stabilizing food products (notably so in California fruits) which has been a great service to producers; in a large way it has also accomplished much in the same direction in regard to prices. But for cooperative marketing commercial horticulture on this coast would never have attained the development and distinction that it enjoys today."

"To that opinion most people who are familiar with the subject will quite freely agree; nevertheless, in the face of recent experience, there are some weak spots, not without remedy but still open to constructive criticism. From your study and observation of industrial conditions, and the transition period through which we are passing since the close of the war, what can the producers do to strengthen their position and place cooperative marketing on a sound commercial basis where its cohesiveness will be unquestioned and its financial stability firmly established?"

"As I see it, the 'no profit' slogan is sadly out of place. Cooperative marketing can no more escape business risks than any other industrial enterprise. Bad markets are not perpetual nor good ones everlasting; and it is the former that every business has to guard against, and the only way to do it is to establish reserves during the years of good markets for the proverbial rainy day. In other words, a portion of the profits accruing to the individual units as producers should go into a reserve fund; every cooperative organization should provide a surplus with which to overcome the lean years, be they due to crop failures or congested markets. This will establish credit as well as confidence. Another factor is the personal equation. Every individual unit should be close to the executive officers and have a voice in the management. Where the units are large, as is the case in many of the California organizations, it is not easy to secure such participation directly, nor is it always essential, but district or locality representation is not only possible but perfectly feasible. Often the management is not in sufficient touch with the membership and hence loses its confidence. This is a weak spot one hears about quite generally wherever cooperation is still largely in the formative stage. I found it more or less in evidence wherever the subject was under discussion; hence I am more than pleased to learn that under the new dispensation of the raisin association, direct representation on the part of the growers is provided for. And finally the element of politics should be wholly removed. What I hope to see is that cooperative marketing will develop a race of business farmers that will be just as successful in the realm of commerce and finance as they are in the production of quality crops. And this is the very thing that is going to happen. Cooperation will work out its own salvation, and while in its periods of development it will have to battle for its rights, it should be remembered that no movement or any successful enterprise of a pioneer nature ever arrived anywhere in a dead calm. In its final function it will utilize all avenues of salesmanship and distribution, for what effects the prosperity of any one line of activity is immediately reflected in all. The mistakes of yesterday should be forgotten. Straight ahead is where success lies."

"Tell us what you saw and learned in Florida that is of interest to California horticulturalists."

"Primarily it was an excursion of California citrus growers that induced me to take this tour of study and observation. In the party there were some fifty people all bound for the Palmetto state to study the citrus fruit growing and marketing of our only competitor in that line of production. Most of us who are too busy to leave home scarcely realize what is going on in other regions of the world. For instance, how many people in this state know that the fruit crop of Florida (other than citrus) amounts to about $17,000,000 annually; field and truck crops, $10,000,000 and citrus fruits $60,000,000? Certainly not small figures. It is pleasant to record that much of this annual output reaches the market through cooperative channels. As between conditions and practices in Florida and California, there is hardly any comparison. The former is a humid region, hence irrigation, as understood in the latter, is unknown; likewise, Florida soil being very shallow and sandy, methods of culture are in no sense like those of California and fertilization is a leading item of expense. Pruning, beyond the mere thinning out of dead wood, is a lost art in the average Florida grove. It was surprising to note the want of standardization of varieties in all classes of citrus fruits and also the number of varieties. It reminded me of our early experience when W. A. Spalding in his book on orange culture (published in Riverside in 1887) listed some 30 varieties of oranges and 20 varieties of lemons. At the fair in Tampa I saw more than 50 varieties of oranges, 20 varieties of grapefruit, 5 or 6 varieties of limes and a few varieties of lemons. It is quite evident that the growing of lemons in Florida has nothing to recommend it. It should be borne in mind that the oranges reach the northern market simply as Floridas. In my practice of buying and sampling fruit in all the large Eastern cities, the criticism was quite general that the Florida oranges were juicier than ours, though no better flavored and certainly not so fine in appearance. Since large quantities are used in soft drinks, this is of some consideration to soda fountain operators and contains a suggestion worthy of attention by California growers. Touching Florida grapefruit, about which we hear a good deal even in California, I can bear testimony to its superb qualities. In production our Florida friends have the 'edge' on California. The fruit is thin skinned, juicy and of a rich, mild, aromatic flavor. The output is large, both in the fresh state and canned, the latter affording a way of utilizing the larger sized fruits. Here again is a curious development—Florida's grapefruit tends to over sizes and ours to under sizes. Florida should follow our lead and eliminate the less desirable varieties of citrus fruit, maintaining only the very best and standardize it along similar lines. In talking with Florida growers, shippers and packers, there was shown a sense of fellowship as between the people of two great states engaged in the same lines of fruit growing which I hope to see strengthened as time goes on. The marketing seasons of the two states infringe on each other but little."

"What about markets and prices for California fruits? Can consumption be materially increased, and if so by what means?"

"My interests lying more in plant life, the orchard and vineyard, rather than its finished products, I did not enter into that phase of the subject, excepting in a casual way. There is one point, however, that did make an impression on my mind, and that was the price of fresh fruits to the ultimate consumer in some of the big cities. I paid 25 cents for two oranges in New York city, 10 cents apiece for apples, and other fruits proportionately high. Now I am also an orange grower and seller, and on my return learn that my men have stopped picking Valencias because there is no market and prices are below costs of production and transportation. Remember I am suggesting no remedy, as I take it for granted that shippers of long experience know more about it than I do. I would, however, impress this fact home, that in proportion as you boost the price of a product beyond certain limits, you at once commence to lessen its consumption or uses. There are approximately 80 million consumers living in the region east of the Mississippi Valley, and it would seem that if they are afforded an opportunity to buy our special fruit products at a price within reach of the average purse, we may clean up the crops each year and do away with any carry over. Of course, if transportation breaks down the fault is not in markets but in distribution. As already intimated, I have no panacea to offer, but I am thoroughly convinced that California brain, brawn and bank will solve the situation along cooperative lines."

"A moment ago you spoke of being in New England. What were the few outstanding things of a horticultural nature that in your judgment possess a significance to California?"

"I am glad you put that question, for it enables me to dilate on two things that impressed me mightily, both of which are of significance to San Francisco and Los Angeles. I refer to the Arnold Arboretum at Jamaica Plain and the Massachusetts Horticultural Society, with headquarters in Boston. The nucleus of the former was a bequest to Harvard University by James Arnold, a merchant of New Bedford, consisting of $100,000 to be devoted to the exploitation of agriculture and horticulture on the part of the university. One of its trustees (George B. Emerson), realizing the benefits the public might derive from the establishment of a scientifically managed collection of shrubs and trees, proposed turning over Mr. Arnold's legacy to Harvard College, provided they would devote to this purpose a part of a farm at West Roxbury, which had been given to the same institution by Benjamin Bussey. This was done in 1872, and the Arnold Arboretum was created in which the university undertook to grow a specimen of every tree and shrub able to support the climate of eastern Massachusetts. To this additional acreage has since been added both by donation and purchase until the total area is about 240 acres. The roads and paths are maintained by the city of Boston, but the planted areas are cared for by Harvard University. The patron saint of the arboretum has been and still is Charles Sprague Sargent. And right here I can imagine some reader exclaiming, "And who is Sargent?" Briefly, he is an amateur plantsman whose particular hobby is trees, on which subject he is indeed a recognized international authority; in the second place, he is a man of vision, initiative and executive force; and, finally, he is a man of wealth who is spending some of his money in the exploitation of plant life and the dissemination of correct information on

trees, their culture and requirements. Under his fostering care there has been assembled in the Arnold Arboretum the finest and largest collection of hardy shrubs and trees adapted to the soil and climatic conditions of eastern Massachusetts. Kinds that fail to do well are soon discarded. Here also is maintained a magnificent library treating on every phase of plants and plant life. Now remember, all this exists and has its being, not in a horticultural region, but in a manufacturing state. Where is the Arnold in California that will create a similar institution in San Francisco or Los Angeles, and where is the Sargent that will develop and support it in much the same way? From another point of view, the Massachusetts Horticultural Society is equally unique. Founded in 1829, it has developed into an institution of rare achievement. Its scope covers both economic and ornamental horticulture. By purchase, bequests and otherwise it has accumulated properties in Boston that with the years have increased in value to such an extent that it enjoys a sustaining revenue. It gives exhibitions of fruits and flowers throughout the growing season when they are at their best, besides spring and fall exhibitions that are the wonder of New England, vieing with those of London and Paris in extent and variety. Here also is maintained a splendid library, larger and more complete than that of any similar society in the world. If such an organization is possible in Boston, why not a California horticultural society along similar lines? With us, commercial horticulture is certainly the dominant industry and public and private grounds are a growing feature of the landscape. Two such institutions as here outlined would certainly be an acquisition to the glory of the state."

"While you were in Washington, what was the feeling touching on federal quarantine and to what extent has the domestic production of nursery plant products qualified to meet the market for those plants heretofore imported from abroad?"

"Considerable, but in no sections more so than in the Southern states and in California, Washington and Oregon. These new supplies consist chiefly of roses, palms, bulbous plants, evergreen trees and shrubs, and the usual line of standard nursery and florist plant products. There is still expressed some opposition to federal quarantine No. 37 among the large importing centers along the Atlantic coast, but it is not so vociferous as it was a few years ago. Many of these people have been forced to establish domestic production, which naturally lessens opposition; as time goes on this opposition, in my judgment, will die out. I believe that eventually California will be the leading source of supply for much of the stuff heretofore imported from Europe. The authorities at Washington, while strictly observing quarantine regulations, are nevertheless heartily cooperating with plantsmen in securing stock for growing purposes under federal regulation. In my endeavors to import certain things, I found the assistance of the agricultural department not only at my command but advising me of sources of supply, methods of packing and shipping that greatly facilitated my work. Secretary of Agriculture Henry C. Wallace is alive to the situation and in C. L. Marlatt and his assistants we have men of vision, initiative and judgment who have the best interests of the commercial plant industry at heart."

Calif Cultivator
July 14 1923

FRESNO CAL. REPUBLICAN—12
JULY 29, 1923

Plan For Our Parks

The resignation of Mrs. Nellie Short, following closely upon that of George C. Roeding, requires the city government virtually to reorganize the personnel of the park board.

Just as The Republican refused to consider the resignation of Mr. Roeding any occasion for an "obituary" of this very worthy and active citizen, so it does not think the present any occasion for a formal opinion about any differences that have arisen between the city government and this special arm of that government. As long as we have any sort of centralization of government, we must hold that central power responsible. And any person who accepts service under this central government, on any of its special boards, will have, in good faith, to observe the formal authority of the City Commission, no matter what personal differences may arise.

But we do think that this is a good occasion to formally remind ourselves how important a branch of the city service the park board represents, and how much we may depend, for our success in park management, on the men and women who consent to give of their time and thought to the planning work of such a board.

Roeding park, for instance, has been built up, during a number of years, into an institution of incalculable value to the residents of Fresno. And a part of the proof of that incalculable value has been the resistance made by various citizens to all efforts to spend money on the park. Nearly every dollar has been begrudged. And yet today, that park is one of the major public assets of the city. Its trees and drives, its benches and grass plots and hedges now represent a great municipal investment, as well as including a number of appreciated contributions by citizens. Grateful as we are for what has been given to us in dollars in this park, we appreciate very much more the fact that men and women have served on park boards, that into the design of the park has gone the earnest thought of citizens who have been selected not because they were good fellows and could get votes, when the April election came around, but because they had an interest in park creation and would go out day after day and meet night after night in planning to make the most out of the city's money.

The fight that has to be made, in Fresno, for parking, is well illustrated by the history of the courthouse park.

This breathing place in the center of town was a number of times saved to the public only through the legal difficulties in the way of sale of it. Today it is quite irreplaceable.

Think what it would mean to Fresno, if instead of this four-square park in the center of town, there were solid rows of brick and concrete structures, with asphalt paving in between!

And think how worth while are even the Commercial park at the Southern Pacific and Hobart park at the Santa Fe, and think how much we would like to have one or two more parks, like Roeding, in other parts of the city!

We trust that the members of the City Commission will enthusiastically enter upon a season of planning for the improvement of our parking situation. The parks are good, but they should be better yet. The commission has the responsibility—the sole responsibility—of saying how much the city of Fresno can afford to spend on parks. But when this amount of money is determined, then they as commissioners should be able to associate with themselves, on the nomination of the mayor, a board of citizen enthusiasts who will spend every penny of this appropriation to the betterment of Fresno's outdoor life. This is an opportunity for service that should be attractive. And once accepted, it should be supported by the cooperative good will of the City Commission and of the citizens.

MRS. F. H. SHORT RESIGNS FROM PARK BOARD

Absence From City Is Given As Reason For Action

Close upon the resignation of George C. Roeding from the Fresno park commission, Mrs. Frank H. Short yesterday morning tendered her resignation in a letter to Mayor Truman G. Hart from the commission, after two years service.

MRS. F. H. SHORT

Mayor Hart had not appointed her successor yesterday, nor one for Roeding, he said.

While Roeding is said to have been deeply offended and discouraged at the attitude of the city commission in paucity of funds permitted the commission to develop parks, Mrs. Short gave other reasons for her resignation. They are contained in her letter, as follows:

"Because of repeated and lengthy absences from Fresno I do not feel that I can give the necessary time and attention to the duties of park commissioner and herewith hand in my resignation."

The resignation was forwarded from the Fairmont hotel in San Francisco, where Mrs. Short is spending the summer months.

Fresno Republican
July 29 - 1923.

. T. CAL. Organized Farmer—440
JUNE 30, 1923

Extent of California Collective Marketing

By George C. Roeding of Fresno

379

California production of orchard, garden (vegetable) and vineyard crops for 1922 represented a gross turnover in excess of $200,000,000. Of this possibly over 60 per cent was marketed through growers' co-operative organizations. Florida during the same year, of the same products, had an annual turnover of about $60,000,000, of which fully 35 per cent reached Northern markets through co-operation channels. Other states enjoying similar experiences with horticultural and garden crops are Oregon and Washington and possibly a few additional states representing smaller volumes of production with corresponding reductions in annual gross turnover. It will thus be seen that in tangible results co-operative fruit marketnig and distribution has made a robust growth in the past two decades. Something might be said for similar achievements, but in so far as my observation went during a recent three months' tour in the East, their co-operative work is still in the formative period.

This admission does not imply, however, that all the problems confronting co-operative marketing have been solved. My trip revealed conditions whose tendencies must be corrected, or we may encounter trouble. Some of these came to the surface in the late financing and reorganization of the raisin growers, and likewise changing economic conditions have effected organized efforts in the Eastern States.

It is probably safe to say that prior to the year 1900, fully 90 per cent of the attempts at co-operative marketing were abortive and ended in disaster. This was not at all strange, because there was no adequate legislative machinery by which organization could be perfected, those sponsoring the movement were often wanting in a definite plan and allowed their spirit of altruism to take the place of finance and knowledge of fixed trade and market conditions. These and many other facts dealing with early co-operative experiences were graphically brought to mind in several interesting interviews I had while in New York with John J. Dillon, late chief of the New York Bureau of Markets, and who has been actively connected with agricultural affairs for over fifty years, being an interesting witness to the development of the co-operative movement for an equal period of time. Some of his conclusions are that for effective operation co-operative bodies should be incorporately based on voluntary association; no one must be coerced to join. Each person must have an equal voice, which means one person one vote, no stock voting or proxies. Each person must share equally in the benefits of the association.

The spirit of organization must be altruistic but based on economic factors. Ultimate success depends on the education of growers along business lines based on co-operative principles and practice. Monopoly in restraint of production or arbitrary price inflation are obnoxious to co-operation, which must build up public confidence in its methods and decisions. The closer the whole membership is to the management the better. The personal equation and mutual understanding is of prime importance. The chances of success are vastly improved where the association handles one crop or product, such as citrus fruits or raisins, prunes or walnuts.

In connection with any particular soil product it is mighty poor policy for co-operative organizations to go into the timber and box business, the label printing industry, the manufacture of paper cartons, or any other activity whose products they may require for the marketing of their goods; or (as has been frequently stated by their management), to prevent those lines of business from exacting exorbitant prices. Open competition invariably remedies the latter proposition.

In my opinion, co-operative, organizations among growers have about all they can do solving problems affecting their own products and in securing efficient men with initiative and judgment to manage their affairs without engaging in other industries about which they have absolutely no knowledge or practical experience. And finally, economic supervision, vigilance and merciless publicity. It will be noticed that in the literature, both of books and floating newspaper discussion, there is expressed a conviction that co-operative organizations must be non-profit in character, which may explain their want, at times, of available capital. While it is quite true that efficient and economic service in the marketing of soil products is a dominant feature, it is also true that their aim is to get the highest price possible for their products. When this happens in good years it works fine, but suppose the crop fails or the market goes to pieces (as it sometime does), what then?

Unless co-operation enjoys reserves or an accumulated surplus disaster will follow. It it enjoys several years of prosperity the chances are its individual units will reinvest their profits by increasing the volume of product they are handling. Such a condition will also induce others to go into the same line of rural industry. As a result, in a few years the volume of crop has so increased that the matter of better markets, wider distribution, or a larger diversity of uses becomes a serious question. Even now this is a condition that confronts the raisin industry.

The same thing has happened elsewhere with other products. It constitutes a warning to try and maintain a "balance" between demand and supply. There are always plenty of hungry people in the world to eat everything in sight. The difficulty seems to be to get food to them at a price that will "move the goods" and yet satisfy the producers in the way of profits.

Much is also said and written of an altruistic nature in connection with the co-operative movement, but the cold fact remains that self preservation is primal. The elemental thing is to move the crops by utilizing every possible prospect of a market and every possible avenue of distribution.

The mill will never run again with the water that is past; hence relegate the doings and acrimonious discussions of yesterday to the limbo of forgotten things. In my judgment, co-operative marketing among producers has come to stay; hence let us all, banker and grower, merchant and manufacturer, try and iron out its faults, wring out the weak spots, and go "straight ahead".

CALIFORNIA AND FLORIDA--RIVAL STATES WITH COMMON INTERESTS

BY GEORGE ROEDING

[Mr. Roeding, who, of course, needs no introduction to California agriculturists, was one of the party of Golden State horticulturists who visited Florida last spring to study citrus conditions there. His observations on Florida conditions, and photographs taken in the Southeastern State and reproduced on another page of this issue, will be of interest to all Farm and Tractor readers.—Editor.]

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It is obvious that there is much in common between the citrus fruit growers of Florida and California, and in this connection it is gratifying to one's pride to learn that the Floridans look to California for leadership in the solving of their problems and in large measure are following the blazed trail we have made in co-operative marketing. About one-third of their citrus fruit is distributed through this channel. Naturally, the fruits of both sections find a sale in the same markets, though not at the same season of the year; both contend with troubles from insect pests and diseases; and both have to combat the same conditions in economic distribution and salesmanship. But here similarity ceases.

In natural resources and elemental conditions the two States are radically at variance. Admittedly, Florida is in the humid region, nevertheless there is a dry season in late spring and early summer that often is disastrous to growing crops, and which could easily be avoided if the vast reservoirs of water she enjoys in the possession of many fresh water lakes were tapped and irrigation was more generally practiced. To a Californian this lack of appreciation for irrigating practice under periodical arid conditions seems not only short-sighted, but unprofitable.

California being a region of scant rainfall, irrigation is imperative, and this in itself takes some of the chance out of fruit culture and insures regular and profitable crops. Florida is a flat country, but little above sea level, while California is a mountainous region of average high elevation intersected with great valleys and mountain plateaus. With us the soil is usually fertile, being a sandy loam, clay loam, adobe or of a decaying granitic formation, while in Florida it is invariably shallow or pure sand, which calls for constant fertilization, if profitable crops are to be harvested. And just in so far as environment and conditions vary, cultural methods are also different.

A friable shallow soil obviously does not require the cultivation demanded of a heavy refractory soil; and where fertilization supplies the major portion of the plant food demanded by growing trees, growth is apt to be less robust than on heavier soils richly stored with fertility. When allowance is made for the lower price of land in Florida, the saving in irrigation improvements on a scale like those essential in California, and the lower cost of labor, one would naturally infer that fruit could be produced for less money there than here, and possibly this is largely the case. But taking into consideration that much of the labor employed in Florida is unskilled, and considering also the large costs for commercial fertilizer, it will be realized that the difference may not be so very marked after all. In reaching Atlantic Coast markets, however, there is a marked saving in freight tariffs for Florida as compared to the long-distance, haul from California. Obviously, there are economic factors in favor of both States.

CITRUS CONDITIONS

Historically, citrus culture in Florida is no new thing, since orange trees have been a feature of the landscapes in certain sections for over a century. Its commercial importance, however, dates from about the same period in which beginnings were in evidence in Riverside, San Bernardino and Los Angeles counties in Southern California. In 1893-94 the total output in Florida was 5,055,367 boxes; in the freeze of 1895 the total volume was reduced to 147,000 boxes. From that staggering blow, the industry has not only recovered, but has developed, until the present output consists of approximately 15,000,000 boxes, as against California's 40,000,000. Florida still being in the period of her development, the plantings of citrus fruits now going on are on a larger scale than those in California, which leads to the opinion that in the not far distant future her output will probably be doubled.

In the matter of varieties there is no such thing as standardization in Florida. At the Tampa Citrus Fair I counted over fifty listed varieties of oranges, twenty of grapefruit, and five of lemons. Much, if not quite all, of this nomenclature is lost in the market, as nearly all these oranges are recognized in the trade simply as "Florida's oranges." This same condition prevails as regards the Pomelo or grapefruit, of which large quantities of fine quality fruit are produced. The growing of lemons is a negligible quantity in Florida, because conditions do not favor the production of this fruit for commercial purposes. What our Florida friends should do as quickly as possible is to cut down their numbers of varieties to two or three of the very best in each group, enhance quality and appearance as much as possible, and then standardize their output so that it will reach the ultimate consumer uniform in type, color, grade, size and eating quality.

Comparative criticism between the two States is not necessary, but we may be permitted to show wherein they differentiate. In oranges and lemons, California will maintain her lead because climatic conditions and environment are favorable to the production of high-grade fruit of fine keeping quality. In grapefruit (pomelo) Florida for some years at least will maintain her lead. The ultimate markets for all this output of both States may cause in timid minds some apprehension, but at the present rate of increase in population it is more of a problem in distribution than it is one of overproduction.

It may seem unusual to propose co-operation between the two citrus-producing States of the Union, but a study of the situation will reveal conditions germane to both sections which might be bettered to mutual advantage. In the first place, the seasons do not clash, as their production is out of the way when our shipping season is at flood tide; and in the second place, both sections excel in the production of certain things, which gives to each its distinctive individuality.

Both States are living examples in practical co-operative marketing among growers, that in its ultimate manifestation ought to lead to a larger fellowship. This can be materially strengthened by periodical visiting excursions between the two sections like the one in which Californians visited Florida earlier this year. The competitive spirit should give place to one of sympathetic co-operation along practical lines.

On the whole, in the more frostless regions, Florida enjoys better tropical conditions than we do in California, which will account for the larger output of avocados, mangoes, cherimoyias, etc. In the way of avocados, the varieties that dominate in Florida are also more or less in evidence in Southern California. Much valuable research work with tropical fruits is being done in Florida by the United States Department of Agriculture, thus taking in hybridization, plant breeding and selection.

Experience has pretty well demonstrated that the adaptation of exotic fruit trees is largely a matter of selection and hybridization to meet environmental conditions; in this connection pollination is also a contributing factor to fruitfulness. In Florida, over one-half of all the groves of budded trees are of the Trapp (West India type) variety. Another interesting and promising sort is the Collinson, a cross between Guatemalan and West India types. The Pollock is another good fruit ripening in August, the objection to it being that it comes in direct competition with the West Indian and Cuban fruit in American markets. T. Albert Dow of West Palm Beach gave it as his opinion, based on wide observation, that the five leading commercial avocados in Florida were the Trapp, Winslowson, Collinson, Eagle Rock and Nimlich. The Haden and Mulgoba types of mangoes are the two most widely used for commercial plantings. The people of Latin America appreciate the nutritive qualities of avocados, but the Anglo-Saxon palate has still to be educated to its uses, although it is learning. When production shall have become sufficiently large and the price drops to where this fruit ceases to be a luxury, its uses will be increased.

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L. A. Times Ft. J.
July 15 1923

"Tenting" an orange tree before fumigation.

A tractor and ditcher at work in a Southland citrus grove.

A FORDSON IN AN ADELANTO PEAR ORCHARD, ILLUSTRATING ONE OF SCORES OF USES DEMONSTRATED AT THE SHOW

You and your family will find entertainment and profit at this great FREE show. There will be something doing every hour of the day.

Fordsons will be seen in scores of interesting agricultural uses. Sixty leading manufacturers of power equipment will be represented in the exhibits.

Come and learn how power costs can go down and efficiency go up wherever this sturdy dependable power unit is used.

July 15-22, inclusive **10 a. m. 6 p. m.**

Show Grounds next to ROGERS AIRPORT, Wilshire Blvd., Los Angeles.
Take Santa Monica (Beverly Hills) Car to Carthay Center.
Ample Free Parking Space.

ADMISSION FREE

Glimpses of Florida, a State We Should Know Better.

(Illustrating article by George Roeding in this issue of Farm and Tractor Section)

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BY GEORGE ROEDING

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L. A. Times F. & J. July 15 1923

Glimpses of Florida, a State We Should Know Better.

(Illustrating article by George Roeding in this issue of Farm and Tractor Section)

Where the trees of the temperate and tropic zones touch elbows. A young Florida avocado grove within the shadow of a pine forest.

Left—Collinson avocado, Guatemalan crossed with West Indian type. The tree is an upright grower and good bearer and ripens its fruits in February and March.

Lue Gim Gong and the parent tree of the Florida orange of that name. Note the uncultivated condition and vegetation under the trees.

Pollock avocado tree, eighteen years old. The Pollock is well known, but is not ranked as high as others by Mr. Roeding.

A Florida seedling orange grove near Orlando, re-established from the freeze of 1895 by allowing the sprouts from the roots to develop into bearing trees.

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ROEDING RESIGNS FROM PARK BOARD

Successor Not Decided On As Move Is Surprise To Administration

George C. Roeding yesterday presenten his resignation as a member of the Fresno Park Commission to Mayor Truman G. Hart and it was immediately accepted by the mayor. No successor has yet been decided upon by Hart, who is consulting with his colleagues of the city commission and other members of the park commission to find a man suited for the position.

Louis Gundelfinger, member of the city planning commission, and George Smith, realtor, were suggested to-day as possible appointees, but until he has had time to give the matter further consideration Mayor Hart said he would not make an appointment.

Member Since Inception

Roeding has been a member of the park commission since its inception about two years ago, and during his tenure of office he has been active in the devedopment of Roeding Park and the promotion of others about the city. He initiated an idea for a city and county amusement park on the San Joaquin River, and another idea broached recently was for a chain of public parks in various sections of the city, linked by a boulevard.

One of the reasons for his resignation is said to have been the failure of the city commission to provide funds for the improvement of the unimproved forty acres recently added to the park.

Roeding's resignatio was a distinct surprise to Mayor Hart and his colleagues, and to the other members of the park commission, although members of both bodies were aware of his disapproval of certain phases of municipal government which he said were responsible for holding up park development projects.

Fresno Bee
July 17 1923

ROEDING QUITS FRESNO'S PARK COMMISSION

Differences With City Officials Said To Be Cause

Headed Fight For New Improvements For Two Years

George C. Roeding, for two years a member of the Fresno park commission, yesterday morning tendered his resignation to Mayor Truman G. Hart to take effect immediately.

His resignation, as commented on by his friends, is a direct slap at what Roeding termed the "non progressive element in Fresno city government."

Roeding's successor was not named yesterday, Mayor Hart asserting that while he had officially accepted Roeding's resignation, that he had not decided upon a successor. He admitted, however, that among those mentioned to succeed Roeding was the name of Louis Gundlefinger, already a member of the city planning commission.

Roeding has been an outstanding figure in the development of parks in Fresno, always leading the battle for more city funds to develop greater park areas.

It was the seven thousand dollars or more surplus left in the park budget at the enfo of the fiscal eyar July 1 that led Roeding to tender his resignation, according to his friends. Roeding and Commissioner of Finance Charles F. Dillon were known to have been at odds several times on amounts left in the park budget.

Roeding is said to have contended that, with 50 acres added to Roeding park that surplus funds should have been used to pipe and plant it, especially since the city commission cut out all appropriations for that purpose in the 1923-24 budget. In the past Roeding has been informed whenever he sought funds for expansion of Roeding park, that no funds were available. Shis led him to believe, it was said, that the park budget was practically wiped out, and that when he discovered that a comparatively large amount remained, his resignation was tendered.

One of Roeding's most cherished dreams was the formation of a county-city park on the San Joaquin river. When his suggestions met with lack of warmth from the city commission, Roeding continued his work in that direction.

Remarks by one of the commissioners that the park board had "no authority and is merely a propaganda organ" was said to have highly offended Roeding who worked on his scheme of a park system for Fresno on the theory "that all in life is not work and merely making money," but that there should be sound and result-producing thought given to developing the beauty of the city.

Roeding has been closely allied with the development of Roeding park where many rare specimens of trees are planted, and with a scheme for a circle of parks connected by a boulevard in cardinal sections of the city. He also led the way for development of parking areas on Ventura, University and Van Ness boulevards.

To the mayor the resignation of Roeding came as a distinct surprise it being to the mayor's deep regret, he said, that he was forced to accept Roedings resignation.

The resignation was worded as follows:

"I beg to hand herewith my resignation as a member of the board of park commissioners of Fresno city.

"Regretting very much indeed that it was necessary for me to take this step, I beg to remain, George C. Roeding."

Roeding left at once for San Francisco where he has large business connections and is president of the George C. Roeding company, dealers in nursery stock.

In spite of his business connections in San Francisco and his duties there Roeding maintained his place of residence in Fresno, being a registered voter here, cheerfully paying his own expenses to Fresno whenever meetings of the park board demanded his presence here.

Fresno Republican
July 17 1923

Resigns

George C. Roeding who resigned from the city park commission yesterday after two years' service.

Chamber Organizes New Park Committee; Roeding Is Chairman

That Fresno may in the near future have a more adequate system of parks and boulevards as well as additional municipal features for the recreation of the public, W. A. Sutherland, president of the Fresno County Chamber of Commerce, has announced the appointment of a new parks and boulevards committee. George C. Roeding, former member of the city park commission, was named chairman of this committee.

Roeding, it will be recalled, recently resigned from the city park board, because of alleged lack of cooperation. On the new Chamber of Commerce committee with him are, H. Z. Austin, Chas. E. Butner, Edwin Einstein, Louis Gundelfinger, Ward B. Minturn and L. L. Newman. All of these men are familiar with the city's needs, it is pointed out, and an active intensive campaign to forward their program is anticipated.

President Sutherland says that the Chamber of Commerce through this committee will endeavor to provide Fresno with such civic improvements as may be needed. Ways and means of acquiring these improvements will be worked out and educational campaign inaugurated to the end that the public will insist upon improvements which will place this city on a par with other cities in California which have provided civic improvements of a recreational nature.

Fresno Herald
Aug 9, 1923

Chamber Of Commerce To Take Steps For Betterment Of Recreation Facilities

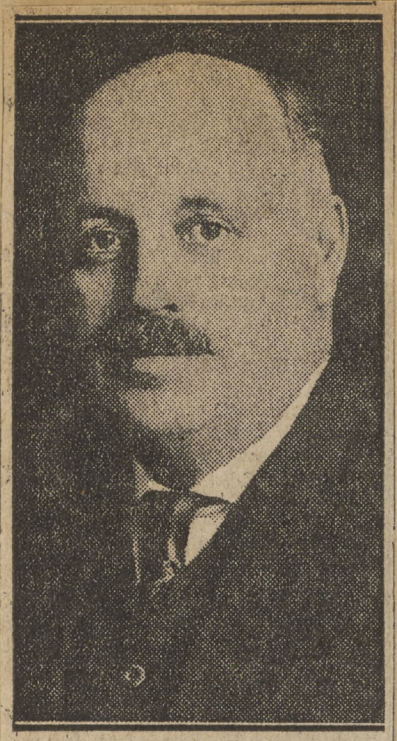
Members of the Fresno County Chamber of Commerce will soon begin an extensive campaign for a better system of parks and boulevards for the city, according to information given out by Manager H. E. Patterson of the local chamber.

President W. A. Sutherland of the chamber announced the personnel of the parks and boulevards committee as follows: George C. Roeding, chairman, former member of the city park commission; H. Z. Austin, Charles E. Butner, Edwin Einstein, Louis Gundelfinger, Ward B. Minturn and L. L. Newman.

It was stated to-day that the main object of the committee will be to provide municipal baths, municipal pleasure parks, a municipal Summer camp, more parks and a boulevard system.

A mass of information has been sent to the local chamber and will be used by the committee to formulate a strong plan of action.

Fresno Bee
Aug 8/1923



ROEDING HEADS COMMITTEE ON PARKS IN CITY

Chamber Of Commerce Names Board To Handle Projects

An intensive campaign for a more adequate system of parks and boulevards, and several municipal projects for the recreation of Fresno people, is forecast by the appointment of a new parks and boulevard committee of the Fresno County Chamber of Commerce. The appointments were made by President W. A. Sutherland of the chamber of commerce and were announced yesterday.

An interesting sidelight in connection with the work this committee will be expected to accomplish, is the fact that George C. Roeding, former member of the city park commission, is to be the guiding mind of the new committee, having been named chairman. Roeding resigned from the city park commission about a month ago because of inability to accomplish constructive work due to alleged bickering and lack of cooperation.

STRONG COMMITTEE

Associated with Roeding in the work will be H. Z. Austin, Charles E. Butner, Edwin Einstein, Louis Gundelfinger, Ward B. Minturn, and L. L. Newman. Roeding has already accepted the appointment by letter. The others are reported to have accepted. All members of the committee are men who are familiar with the city's needs in relation to the work expected of them, and all have been influential in previous efforts to accomplish such civic improvements.

The chamber of commerce, working through this committee, will seek to provide for Fresno just such public necessities as many other California cities already have but which Fresno lacks, namely; municipal baths, municipal pleasure parks, municipal summer camp, and more parks and boulevards.

The appointment of the committee and the work laid out for it is in direct line with an editorial suggestion in The Republican yesterday morning when Stockton's success with such projects was pointed out.

The chamber of commerce is fully aware of the need for more parks and boulevards, and more pleasure resorts for the people. This was pointd out in the letter addressed to members of the committee by President Sutherland. It is proposed to start a constructive educational campaign to obtain such conveniences.

CITY HAS BEEN LAX

As the editorial pointed out, Fresno has been suspicious and indifferent when proposals for public recreations have been made. As a result, Fresno is far behind other cities in such attainments. For instance, Stockton has municipal baths and a municipal amusement park, two municipal camps at Silver Lake, a municipal camp at Yosemite Lake, and municipal golf links. Fresno has none of these. Stockton derives a small profit from them, and at the same time affords this recreation to its citizones at small cost.

A recent effort was made to facilitate the acquisition of at least a municipal park when the chamber of commerce supported a bill in the legislature to permit cities and counties to consolidate for the promotion of public pleasure resorts. However, the bill failed of success.

Commenting on the need for such things, Manager H. E. Patterson of the chamber of commerce said:

"All of these public conveniences are essential to the well being and contentment of city residents, and are recognized as essential by progressive cities of the country, yet Fresno, with practically no bonded indebtedness and looked upon as a wealthy community, has sadly failed in the past to provide its people with the things that are making other communities attractive.

BOOSTERS ARE BUSY

"Speaking for Mr. Sutherland, I can say that the chamber of commerce proposes to make a strenuous effort to improve Fresno in this respect. The work of the committee is cut out for it, but it will not have to start work blindly. The chamber of commerce, having the need in mind, has for months been gathering information from civic associations and individuals. We have ready for the committee a mass of data and figures relative to the achievements of other communities and the methods employed. This material will be turned over to the new committee as soon as it convenes."

George C. Roeding, chairman of the committee, has announced by letter that he will be in Fresno within a short time and will immediately get in touch with other members of the committtee and officers of the chamber of commerce

Information for the use of the committee has been received from the American Civic Association of New York, Community Service of New York, the American Institute of Park Executives, the American Society for Municipal Improvement, the National Municipal Review, the United States Chamber of Commerce, the Municipal Reference Library, and other organizations of a similar nature.

Fresno Republican
Aug 8, 1923

City Beautifying

CITY PLANNING is but the expression of a high civic consciousness. The time has passed when cities are looked upon as merely places where business is done, and where people only eat and sleep. People are recognizing that life is a many faceted unity. Besides our businesses by which we earn our living, we have interests that lie deep, and call for satisfaction.

The love of beauty shows itself in our public spaces, and the adornment of our parks. Just as the office building is needed for the transaction of our business, so are the public park and public recreation grounds needed to give solace and recreation to the citizens.

The end of business is not business. It is the means to attain the fullness of life, and that fullness implies the satisfaction and the refinement of all our instincts.

Fresno has now before it proposals for the increasing of our public parks. Justification for this is not required. It is an inherent desire of every citizen to make the city a home as well as a place for trading.

In all communities there are men who keep this civic ideal bright. Among those who have fought for this conception of the city beautiful on the practical basis of providing parks, municipal baths, improving boulevards and other public necessities that may not give returns in money, but in esthetic satisfaction and comfort, is George C. Roeding.

A few weeks ago Mr. Roeding resigned from the park commission because of some differences over policies. He now accepts the chairmanship of the chamber of commerce committee on parks and boulevards. From him we expect ideas, practical effort, and leadership in this necessary work.

Fresno Herald
Aug. 8, 1923

The Parks Committee

Too frequently very useful committees of public organizations do efficient and forceful work, without enough attention being paid to them. Too frequently other committees function with a loud noise at organization and with nothing else ever after.

We trust that neither of these extremes will be the fate of the chamber of commerce committee on public parks.

From its personnel, we are sure that it will be a working committee. And equally we can be sure that they will not seek notoriety except to whatever extent publicity will be an aid to them in getting their efforts for the public "over."

The principal work of this committee must be educational.

It must be able to show to the people and through them the city officials and those particular citizens who will be influential regarding taxes and bond issues, that the parks and boulevards and other means of public recreation that are proposed are worth while, and should be sustained by the necessary cost.

They must make a showing of what a city situated as Fresno is should spend on these recreation centers, and how much we should go into debt for them, in any general bond issue.

And the cost of this annual expenditure and this annual sinking fund cost must be impressed as worth while, no matter what other expense we have in the city.

We are in the midst, just now, of two opposite sorts of propaganda. There is the propaganda for low taxes. And there is the propaganda for public improvements. They are both good.

We must understand that many of the good things that the city needs cannot be had without public money. And we should try to stop persuading ourselves that we can run the city without this money.

The dollars that this city may spend for trees and grass, for bathing, for drives, for music, are all worth while.

And we should see this worthwhileness.

We yell about ten dollars spent for public purposes through taxes, and then we spend one hundred dollars cheerfully for new tires. Or we "put on a party," at $50 and think nothing of it.

We should understand that we are getting something for our tax money. And then spend it cheerfully. And pay the tax bill cheerfully.

We look to this parks committee of the chamber of commerce to help in this education.

Fresno Republican
Aug. 9, 1923.

SUNDAY, JULY 29, 1923

Plan For Our Parks

The resignation of Mrs. Nellie Short, following closely upon that of George C. Roeding, requires the city government virtually to reorganize the personnel of the park board.

Just as The Republican refused to consider the resignation of Mr. Roeding any occasion for an "obituary" of this very worthy and active citizen, so it does not think the present any occasion for a formal opinion about any differences that have arisen between the city government and this special arm of that government. As long as we have any sort of centralization of government, we must hold that central power responsible. And any person who accepts service under this central government, on any of its special boards, will have, in good faith, to observe the formal authority of the City Commission, no matter what personal differences may arise.

But we do think that this is a good occasion to formally remind ourselves how important a branch of the city service the park board represents, and how much we may depend, for our success in park management, on the men and women who consent to give of their time and thought to the planning work of such a board.

Roeding park, for instance, has been built up, during a number of years, into an institution of incalculable value to the residents of Fresno. And a part of the proof of that incalculable value has been the resistance made by various citizens to all efforts to spend money on the park. Nearly every dollar has been begrudged. And yet today, that park is one of the major public assets of the city. Its trees and drives, its benches and grass plots and hedges now represent a great municipal investment, as well as including a number of appreciated contributions by citizens. Grateful as we are for what has been given to us in dollars in this park, we appreciate very much more the fact that men and women have served on park boards, that into the design of the park has gone the earnest thought of citizens who have been selected not because they were good fellows and could get votes, when the April election came around, but because they had an interest in park creation and would go out day after day and meet night after night in planning to make the most out of the city's money.

The fight that has to be made, in Fresno, for parking, is well illustrated by the history of the courthouse park.

This breathing place in the center of town was a number of times saved to the public only through the legal difficulties in the way of sale of it. Today it is quite irreplaceable.

Think what it would mean to Fresno, if instead of this four-square park in the center of town, there were solid rows of brick and concrete structures, with asphalt paving in between!

And think how worth while are even the Commercial park at the Southern Pacific and Hobart park at the Santa Fe, and think how much we would like to have one or two more parks, like Roeding, in other parts of the city!

We trust that the members of the City Commission will enthusiastically enter upon a season of planning for the improvement of our parking situation. The parks are good, but they should be better yet. The commission has the responsibility—the sole responsibility—of saying how much the city of Fresno can afford to spend on parks. But when this amount of money is determined, then they as commissioners should be able to associate with themselves, on the nomination of the mayor, a board of citizen enthusiasts who will spend every penny of this appropriation to the betterment of Fresno's outdoor life. This is an opportunity for service that should be attractive. And once accepted, it should be supported by the cooperative good will of the City Commission and of the citizens.

Fresno Republican

Joy's Articles in The Journal Are Appreciated

397

George C. Roeding Company,
207 American Bank Bldg.
San Francisco Calif.

February 12, 1924.

Mr. Al. C. Joy,
c/o The Sun-Maid Raisin Association,
Fresno, California.
Dear Mr. Joy:

You will probably remember my speaking to you a short time ago in Fresno on the matter of the series of articles you have written for The San Francisco Journal. I have just secured copies of all these articles from The Journal office, and while I was getting these I noted several other people who were making application to the newspaper office to be furnished with your articles.

It frequently happens that when a writer really accomplishes something that is commendable, that has entailed a great deal of careful investigation, his work is overlooked. Without paying you any fulsome compliments, I want to say that I have read all your articles on the raisin situation, and I do not think I am exaggerating in the least when I say that I think you have written the most comprehensive, thorough, well-expressed exposition of the raisin situation and its many problems that has ever been written on this subject.

With very best regards I beg to remain,
Yours very truly,
GEO. C. ROEDING COMPANY,
By: Geo. C. Roeding,
President.

GCR-M

S. F. CAL. JOURNAL
FEBRUARY 18, 1924

The daily match on the golf links between the Marquis of Fresno and the one-hand veteran, the Duke of Portland, is followed by a large gallery. Unfortunately, the criticisms on each others shots are all sub rosa, preventing all enjoying them. The Marquis remarked: "I have the stance. I know how and what to do—only lack the execution." "Yes," the Duke replied, "you are like a piano teacher I knew. He knew all about it, but could not play the piano." Silence then reigned for a few minutes—only a few, however.

LOS ANGELES, CAL.
CULTIVATOR 234
FEB. 2, 1924

EARLY FIG WASPS

There is a tradition of a Capri fig tree in San Joaquin County which had the blastophaga in it for years before this insect was knowingly introduced. Claude Tribble, nurseryman and fruit grower, states that it was established years ago in southern Sacramento County.

His father purchased many trees from West, the pioneer nurseryman of Stockton. Among them were several Milco Capris, which West sold, thinking they were an edible fig. These were planted in the late 50's or early 60's. There are numerous Milco Capri trees in the Elk Grove district which had their origin in this way.

Tribble does a big business with them every year, selling the figs to Calimyrna growers all over the state. The Capri figs are very late in this district and the wasps come out when all are gone in earlier districts. From one tree 20,000 figs were picked one year, which sold for more than a cent each.

In 1893 and 94, while the family was living several miles south of Elk Grove, Tribble's brothers remember that the figs were full of "ants." They used to throw them around the school yard.

Long after this the blastophaga was introduced by the government, through the initiative of George C. Roeding, and the Calimyrna fig industry was put on its feet. Tribble became interested and in 1908 wrote to get some Capri figs. Before they reached him he looked over the old Capri trees and found that the figs on them were filled with blastophaga. It would seem certain that some trees imported by West carried in this insect years before anyone knew its need or value.

Through many years it lived here uselessly and high credit goes to those who found the need for it, brought it to California and so established a new fruit industry.—D. J. W.

George C. Roeding Says Youth Should Be Trained To Farm Work; George W. Pierce Takes Gloomy View Of Situation At Fruitgrowers' Convention

By G. H. ROTHE.

SANTA ANA, Dec. 8.—"The agricultural industry in California does not need aliens who cannot assimilate with our people."

This statement from George C. Roeding, Fresno nurseryman, brought applause during a discussion of the farm labor and immigratio problems at the fifty-sixth annual State Farmers' and Fruit Growers' Convention in session here throughout the latter days of this week.

GEORGE C. ROEDING.

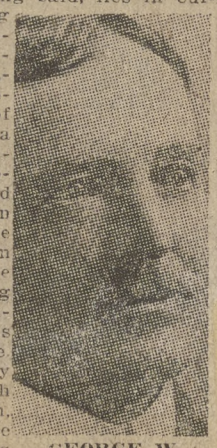
A slightly divergent view, however, was expressed by George W. Pierce of Yolo County, president of the California Almond Growers' Association.

Pierce Asks Question.

'With legislation forcing out the alien laborer, let us ask who is going to take his place?" asked Pierce.

Some thought a response to this question was found in part of Roeding's address.

The solution of the farm labor problem, so near as any solution is in sight, Roeding said, lies in cultivating among the young people of the oncoming generation a wholesome sense of industry and a respect for labor. Boys, properly encouraged and guided, can be got to take real interest in farm work, he declared, giving numerous examples from his own experience. When a boy does as much work as a man, he should be paid a man's wages, Roeding said.



GEORGE W. PIERCE.

Pierce Is Pessimistic.

The speaker saw no prospect to help the agriculturalist from the so-called itinerant worker. For the type of man who spends his time in idleness or roving from place to place, there should be some law compelling him to work, he said.

Pierce painted a pessimistic outlook for the farmer. The real farm laborer is the farmer himself, his wife and family. The average farmer does not make as much as he would have to pay a laborer, Pierce said, and often no account can be taken of the work done by the family, so narrow is the gap now existing between farm production costs and commodity prices.

Roeding said farm labor is as efficient now as it was twenty years ago. With this Pierce disagreed declaring that labor right along is becoming less efficient.

Hardison Tells of Farm Bureau.

The function of the California Farm Bureau Federation is to express in an organized way the views of its members, declared A. C. Hardison of Ventura, its president. It wishes also to lend the weigh of its influence to enforcemen of just laws Hardison wa speaking o quarantin measures whic he said have been of immense value to the agricultural industry of California. The standardization law, too, he commended.

A. C. HARDISON.

"Standards can be enforced only when they are backed by public opinion," he said, and added that these laws are a protection to producer and consumer alike.

EXPERT OUTLINES PLANS FOR IMPROVING GROUNDS

By S. A. GEBHART
General Manager
Fancher Creek Nurseries

The subject of beautifying the home grounds and surroundings has been considered more in the past two or three years than ever before. The planting and improving of homes and avenues in southern California and the San Joaquin valley started about 40 years ago. While southern California has gone steadily ahead with this work the San Joaquin valley has done practically nothing along these lines for a period of about 25 years. The people of the San Joaquin are just beginning to realize that more should be done to beautify this valley.

Noted for Homes

The southern part of the state is noted throughout the country for its beautiful drives and homes. Tourists from all over the world travel to Los Angeles because they have heard of its wondrous beauty. They avoid this great valley, however, having heard that it is a barren waste and that the heat is unbearable on the highways in the daytime. This valley would now be a virtual paradise had the people continued to plant the avenues and parks as they once started. In place of beautiful drives and parks the few tourists who venture over the valley route find practically nothing but fruit trees and grape vines. In some places these fruit trees and vines are planted six feet outside of the property lines along the county highways.

Model Drives

Kearney avenue and a few other such drives stand out as monuments to the early ornamental plantings and gives us an idea of what a beautiful valley this might have been had these plantings continued. There is no better demonstration of what can be done when one considers that Roeding park in Fresno was nothing more than a bare sandhill 18 years ago. Today, as you all know, this park is the most beautiful place between Los Angeles and Golden Gate park.

If we are to make the San Joaquin valley compare with Los Angeles we must continue to plant ornamental trees and plants, giving thought to varieties that are suitable to the location, and not plant in a haphazardly manner.

Mistakes in Planting

One of the most common mistakes is the bringing in and planting of trees and shrubs that are not suitable to the climatic conditions that exist here. Landscape architects from the coast counties have brought in countless numbers of shrubs and planted them in the school grounds and public parks with discouraging results. Many varieties of ornamentals that thrive and do well along the coast simply burn up in the heat of our summers or freeze in the winter. Without doubt this kind of planting has done more to retard the beautifying of this valley than anything else. To get the desired results you should consult with experienced men who have made a study of local conditions and who know what will grow and what will not.

Correct Planting

In planting the home grounds the location and varieties of plants should be considered above everything else. Do not let your personal taste cause you to plant anything that does not completely harmonize with the surroundings. Tall growing trees such as cedars, casuarina, redwood, cypress, escallonia, different varieties of melaleuca, oleanders, crataegus and similar types should be planted in the background, while the lower growing shrubs such as myrtle, Oregon grape, nandina, broom, heather, raphiolepis, burning bush, Christmas berries and strawberry trees should be planted in the foreground. Do not crowd your plantings. Crowding plants is a common mistake made by the amateur planter and a jungle-like appearance is the result of such plantings. Some of the parks in our neighboring towns are the results of this kind of planting. Study the habits of the plants and space them accordingly, always giving them enough room to develop. Small growing shrubs like the nandina, Oregon grape, burning bush and broom should not be planted closer than six to eight feet apart. Never plant shrubbery closer than two or three feet from a building or lawn. When planting trees along sidewalks and avenues it is best to plant the same variety that your neighbor has. If there are no other trees planted, select a good type and endeavor to have your neighbors plant the same, thus keeping the planting uniform. As we all know, a uniform setting of street trees is one of the greatest assets a city can have. Sycamores, elms and poplars make splendid street and avenue trees. Shrubs like the evonymus and crataegus are suitable for planting between the sidewalk and curb. Low spreading trees or palms are often planted along the sidewalks. This is a common mistake and planters should avoid the practice. The planting of fruit trees along the sidewalks has proven to be very unsatisfactory, as passersby will invariably damage the trees in trying to get the fruit.

Improving Farms

The farmers can also improve the appearance of their front yards by the planting of ornamentals in preference to fruit trees and vines. Have you ever thought, as you were passing along a country road, what a transformation could be wrought by the planting of ornamentals? Conifers grouped near the buildings or planted in the lawns help to bring about a wonderful change in the appearance of a landscape. Italian cypress planted in front of pillars, and flowering shrubs that harmonize with the surroundings will completely change the appearance of a place and the cost is practically nothing.

Many of the farmers of today are beginning to realize the value of beautifying their home grounds and it is the consensus of opinion that it will be only a matter of a few years until the country homes are as beautiful as those of the city.

BAKERSFIELD, CAL.
CALIFORNIAN
MARCH 3, 1924

UNDERDISTRIBUTION VS. OVERPRODUCTION

President Powell's monthly letter may be construed by some as being pessimistic in so far as it relates to economic conditions in the State.

While it is true that the citrus growers are suffering from glutted markets, this cannot be attributed to over production, but rather under distribution. This industry is now passing through a crisis which is causing the concentration of the industry's best brains and ability on a solution.

The reaction will undoubtedly result in good, and the present condition, effecting as it does, one of the State's most important industries, will be ameliorated before another season begins.

About a year ago Florida enjoyed a visit from a party of Californians, the majority of whom comprised some of the largest citrus growers of the latter state. Their spokesman, Geo. G. Roeding, stated that the Californians marveled at the minimum of effort and expense required to develop groves in Florida. Unlike the growers in California, who have been required to wage a constant battle with nature, the Florida growers' troubles have been inconsequential by comparison. The many handicaps experienced by Californians, not only in producing the fruit, but in securing economical methods for marketing it, have caused the growers of that section of the country to organize on common grounds for the solution of their mutual problems. As a result, today the citrus industry of California is acclaimed the best organized industry of its kind in the United States.

Florida growers, on the other hand have not been confronted with the problems of irrigation and others, that have vexed the growers in California. With the possible exception of the danger threatened by the citrus canker and an occasional increase in freight rates, no problem has been considered of sufficient moment to warrant the concerted effort of the leaders of the various interests engaged in the industry. The citrus canker threat aroused these interests, and the result was the establishment of the State Plant Board, which eventually averted the portending disaster.

As President Powell states, the present crisis will cause the growers generally to lose money this season, but this loss will arouse them to an extent that distributing concerns will arrange for necessary reforms, which is positive to result beneficially in subsequent seasons, and will more than off set the losses sustained this year. Provision is bound to be made for a better system of distribution, and also for the unification of interests of the independent and cooperative associations, which it is commonly known have been anything but identical. With all these organizations of one purpose, the evils of the industry, responsible for the present crisis, will be eliminated. Principal amongst these evils is the shipping of pre-mature fruit. With all interests in common accord, it will be possible to perfect an advertising campaign, to which all will contribute support, and which will advertise primarily Florida Citrus fruits, instead of individual brands, as has been done heretofore.

Paradoxical as it may seem, and as much as every one dislikes it, calamities of this kind invariably react for good.

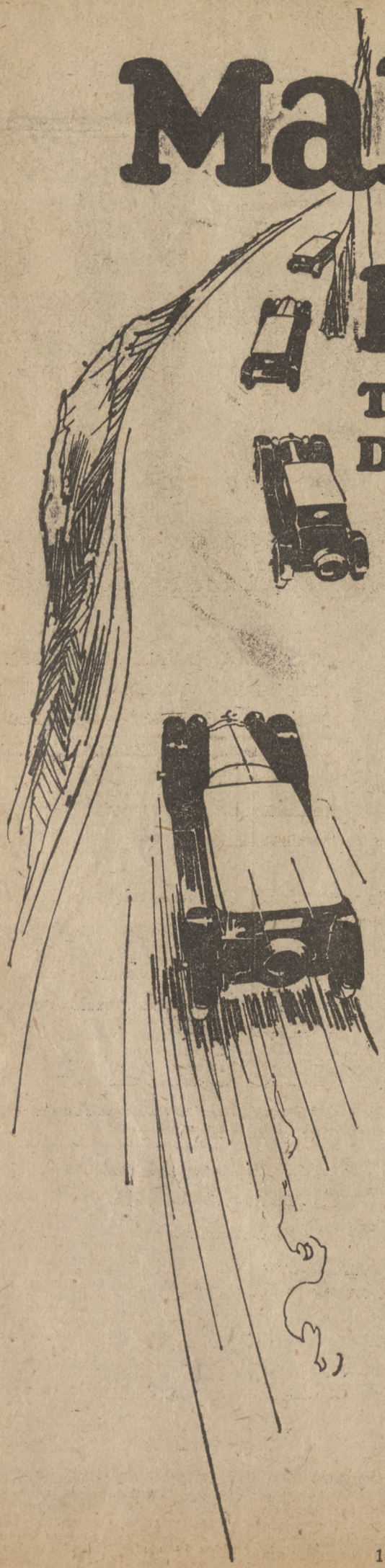
A man's heart is reached through his stomach, and an industry's brain through its pocketbook.

The Accelerator
Jacksonville
February 1, 1924

At the Subway, Fresno
Phone 682

Make Way! for the Powerful Star

The Million Dollar Motor Demands "Passing" Space



Make way for the Powerful Star! . . No matter the grade — no matter the road — clear up "passing" space for the oncoming Star Car. Pull to one side — let the Star Cars rush by to the top.

Power—real power for the first time in a low-cost car — in the Star Car's Million Dollar Motor. Don't try to match this amazing power — it is new, a radical improvement in performance. Make Way!

To appreciate, you must ride behind the Million Dollar Motor.

For proof, tackle any "test" hill — take the wheel of the 1925 Star Car. Results will astound you.

The Star Car — "TODAY" — "TOMORROW'S CAR"

At the New Reduced Prices

STAR MOTOR CO. OF CALIFORNIA

1357 Van Ness—Phone 8020 334 No. Bdwy.—Phone 4673

OPEN EVENINGS AND SUNDAYS

ROEDING PARK, ONCE BARREN, IS WONDERLAND

Donor's Dream Becomes Reality As Many Enjoy Gift

(Continued from Page 1C)

claimed the attention of the city and park donors. There was some slight opposition to the traction company putting its line through the park. Those officials claimed that to run it out Belmont to Teilman would work a hardship especially on funeral processions, they, basing their arguments that the horses would "scare" and thus break up corteges. The company won and the line was run through the park.

RARE GREENERY

If one were to start out to classify the varieties of trees found in the park, his task would be a long and trying one. He would have to segregate over 500 varieties and with their Latin names—well you students of that dead language know what the work would be. Most of the trees planted are deciduous ornamentals as well as evergreen ornamentals. There is no park in California that has as many varieties as are found in Roeding. Twenty years ago the younger Roeding brought to Fresno the deciduous ornamentals and grew them in the Kings river bottom. Much of this stock was donated gratis to the city by Roeding.

That Roeding park is a spot of sylvan surprises is evidenced in the fact that within the park confines there are to be found three oak trees of silver foliage. These are planted just north of the lake, and there are only two other trees of this variety in the United States today. They are natives of Smyrna and come under the Latin name of "quercus Aegilops." This is a commercial tree and its pods are ground to powder which is shipped all over the world and used in tanning processes. These trees were brought to Fresno in 1902 by George Roeding and planted in the park.

Most every person in Fresno and hundreds of Valley persons know of the beauty of Roeding park and an attempted description of it would be a waste of time and especially a hard task.

ZOO ADDED

In the early days of Roeding park, development consisted mainly of putting in the shrubbery and trees, but in recent years animals have been added and a $20,000 band stand has been erected. This beautiful piece of architecture is located opposite the park superintendent's home and was donated to the city by Augustus V. Lisenby in memory of his only son who died several years ago a victim of influenza.

Tennis courts dot the north side of the park and provision is made for the laying out of playgrounds for the children in the new tract on the west side of the park land. This will be ready for use as soon as the trees and shrubbery planted there have developed sufficient shade for the children. This will probably be in two or three years.

Naturally people are interested in animals and one can find there bears, ostriches, opossums, monkeys—ah, and maybe the solution to evolution?— elk, deer, eagles, rabbits, various birds and ducks for the kiddies to amuse themselves by feeding the ungainly striders. Most of these animals and birds know only one person and that man is John Meredith who feeds them. Meredith makes pets of his zoo friends; he is kind to them and feeds them by hand and is always looking out for their welfare.

All park superintendents have done useful work in their period of service to the city. Some of these are Milton Harra, C. W. Claybaugh, Tom Vickers, Jack Pierce and Peter Rasmussen, recently appointed by Mayor A. E. Sunderland. Control of the park is in the hands of the Fresno park commission, which sees that necessary supplies are provided and park improvements are made—provided there is money in the city treasury for such work. And it is the belief of many Fresno people that before the park work has ceased its development other features will be installed.

Last, but not least is one work which should be carried out, and that is—

The erection of a monument in a conspicuous place in Roeding park to the memory of Fred Roeding.

In addition to the Smyrna oak or Quercus Aegilops, there are these rare varieties found in the park: The American red oak, yellow wood, Kentucky coffee tree, varnish tree, sweet gum, monumental elm, Chinese flg. chestnut, Monk's pepper tree, weeking sequoia, silver redwood, Japanese weeping pagoda tree, and many others.

Fresno Republican
Aug 16 1925.

Roeding Park, Scenic Wonderland Of The San Joaquin Valley

Roeding park, sylvan wonderland of beautiful and rare trees and shrubbery, is the playground for not only Fresno people but for the public at large. It is a heavily wooded tract of 157 acres, most of it donated to the city by Fred Roeding and the balance secured by purchase. The open spaces which dot the landscape here and there, the lake with its marvelous lilies, magnificent tree bordered driveways, scores of shady picnic spots, and animals for the amusement of the children form the background for the student of nature and pleasure seeker alike. Few people know what valuable trees and shrubbery are to be found in the park and it would take a plant pathologist to make headway with the more than 500 varieties of deciduous and evergreen ornamentals that are planted there. Roeding park forms a beautiful vista to the stranger coming into the city from the north and it has caused considerable favorable comment by persons who have traveled far. From the views shown below one is given an idea of the scope of the park. The upper left shows Mrs. Fred Hansen of Richmond, a park visitor, enjoying the beauty of a wine colored lily in the midst of the lily pads. The man opposite is John Meredith, good friend of the park animals. The band stand on the left is the $20,000 memorial of Augustus V. Lisenby to his only son. Below, on the left, is a closeup of the elk herd taking its daily bath. The buck deer in the center is happily interested in the barley. No fear there? The oval shows the tennis courts. Below, "the old oaken bucket," a point of attraction to the thirsty visitors. Be careful there or the bears will bite and scratch. Note how the youngsters keep to one side while the "old man" gets his daily popcorn. At the bottom is our old friend the ostrich who has a kick more powerful than Balaam's ass.—Photos by Carl Bigelow, Republican cameraman.

ROEDING PARK ONCE HOG WALLOWS NOW SYLVAN WONDERLAND

Dream Of Donor Realized As Fresno And Valley Folk Enjoy Beauties Of Tract Where Grow 500 Varieties Of Rare And Common Trees

By A. J. Ulam

FROM hog wallows and an immense rye field to a thing of impelling beauty in 21 years is rather a remarkable change, but Roeding park's present development is the result of this span of years.

Twenty-one years ago Roeding park was nothing but a part of the rather large holdings of Fred Roeding and at that time it was an out and out grain field, serrated by hog wallows in unsightly array extending from the railroad and Belmont avenue intersection westward to Teilman avenue and northward to about the present crossing of the street car line. Then, as year after year passed the old barrenness was replaced by trees, shrubbery and flowers until today Fresno can claim the only park in the state that has as many varieties of trees and some plants and trees so rare they are hard to find any place in this country.

While the park was not a reality as far back as 1877 nevertheless it can be said that it was an embroyo thought that was developing in the mind of Fred Roeding, with Golden Gate park in San Francisco the background for this phantom. At that time Mr. Roeding had not thought of a Roeding park, at least not for Fresno, but as Golden Gate park was developed up to 1902 or thereabouts, the thought grew and grew upon Roeding and then burst forth suddenly and what is there today facing Belmont avenue and the highway is the climax of the old idea.

Roeding along about 1877 was in San Francisco. Golden Gate park was then being developed and Roeding loved to roam about the vast acres and admire the shrubbery, trees and natural beauty. His son, George C. Roeding, who is responsible to a great extent for carrying out his father's wishes, says the elder Roeding loved every nook and corner in the Bay City pleasure spot and conceived through his associations there a similar park in Fresno. Thus between the two Roedings, Fresno was given the nucleus of a park which still is to be developed.

In 1904 George C. Roeding secured from his father permission to donate to the City of Fresno 77 acres of the hog wallow patch. This original donation faced Belmont from the railroad west to Teilman and north on the highway about a half mile. This tract was to be planted to trees and shrubbery for the use of citizens of Fresno and for any other persons who cared to visit the place. Three years later another 40 acre tract was donated to the city by the Roeding estate. This tract was north of the original donation and fronted Olive avenue. Then the last 40 acres was purchased from the Roeding estate and others for $60,000. It is said that Mr. Roeding once offered this tract to the city free with the stipulation that it be developed as were the other tracts. At that time the city officials did not feel they could afford to accept this offer so turned it down, only to pay out $60,000 for the same land a few years later. At any rate Fresno now has in Roeding park 157 acres of the most beautifully laid park system that can be found anywhere in the state of California.

LANDSCAPE EXPERT

George C. Roeding handled the affairs of the estate and did everything in his power to help Fresno secure for itself a beauty spot, a marvelous tract of trees and shrubbery. To make certain that the park system in the Roeding donations were made as near perfect as the hand of man could do it, Roeding had the city bring here Professor Johannes Reimers, landscaping engineer for the Santa Fe railroad. He laid out the entire park and probably will be secured from time to time, if necessary to complete the work started by the senior Roeding.

With the park created, laid out and ready for the use of the public the question of street cars next

(Continued on Page 6C, Col. 1.)

1,000,000 WILL SIGN DRIVERS' SAFETY PLEDGE

Intensive Education Work To Be Carried On This Fall

The signing of more than 1,000,000 safety pledges by motorists of this state was decided upon as the first definite step in launching the California Street and Highway Safety campaign at a meeting held August 11 in the offices of the women's division of the California Development association.

Mrs. D. E. F. Easton, chairman of the recently organized California Safety conference, presided at the meeting. Those present were: William M. Tudor, California State Automobile association; Percy E. Towne, Wallace L. Kibbee, Johnck, Kibbee & Co.; A. F. Lemberger, Motor Car Dealers' association; D. V. Nicholson, California State Automobile association; Mrs. George F. Keil, Duncan Mathesen, police department of San Francisco; Charles W. Stevens, secretary General Petroleum corporation.

Charles W. Stevens, secretary of the finance committee of the conference, reported that the peeded funds to carry on the necessary intensive educational work of the campaign were beginning to come in rapidly.

SOMETHING TO REMEMBER

It comes from no less authentic source than the Fresno police department that motorists must not park their cars in the freshly painted unloading zones between 6 a. m. and 8 p. m.

It is a ruling laid down, and is said will be enforced by the above mentioned authority for vehicles other than those having loading or unloading duties to perform. There is reported to be an ample supply of little white slips which passes one into the sanctum of a well informed judge—so motorists remember, The Republican is quoting the police when they say to keep out between 6 a. m. and 8 p. m.

Steam Shovels Work On Redwood Highway

Steam shovels are working on the Redwood highway between Cummings and Garberville, where the highway is being rebuilt and realigned for a distance of about nine miles, the touring bureau of the California State Automobile association announced yesterday. The work, however, does not interfere with travel although there are several narrow places where careful driving is necessary.

The Redwood highway route from Sausalito to Eureka is holding up well despite unusually heavy summer vacation traffic, the association's touring bureau announced. The road from Eureka on into Crescent City is also reported to be in very fair condition.

A. A. A. Is Drafting Code Of Motoring Ethics

The American Automobile association is drafting a code of motoring ethics as a standard of conduct for driving everywhere. The plan is for the purpose of establishing an "honor system on the roads."

Knocks In Engine Are Caused By Variety Of Conditions In Machine

The most commonly known causes of knocks in an engine are: Heavy carbon deposit, overheating, loose bearings, end play of shafts, loose pistons and loose gears. Light tapping knocks or clicks such as are caused by loose tappet adjustment, may not result seriously even if permitted to go uncorrected for an indefinite period. Heavy or loud noises and knocks should, however, be investigated immedately, the cause ascertained, and prompt correction made. Different types and makes of engines have their own particular characteristics. In most instances a certain knock may be productive of less disastrous consequences than in the case of another. A very good rule to observe at all times is that when a knock or obnormal noise of any sort becomes noticeable, have the cause inspected at once, even though some few of these may continue without resulting in serious consequences. Most of them may be considered in the nature of a warning or demand for immediate attention.

35 MAKES TO BE DISPLAYED AT STATE FAIR

Distributors Of State, Coast Will Have Exhibits

SACRAMENTO, Aug. 15.—State and coast distributors will join in the automobile show at the California state fair at Sacramento, September 5 to 13, and to accommodate all exhibitors it will be necessary to provide additional housing for their displays, according to Secretary Manager Charles W. Paine. Entries at this time call for 36,000 square feet of exhibit space, with more applicants for space to hear from.

Twenty-five agencies representing 35 makes of cars will present their lines, by far a greater showing than the state fair has ever attracted before. The lines to be shown run the range of the low priced cars of general utility up to the most luxurious of the costly makes.

There will be a big showing of enclosed models in all lines, accentuating the growing popularity of these types, and several exhibitors will feature cutaway chassis showing details of construction and operation.

RULES LAID DOWN FOR EXAMINING OF OPERATORS

SACRAMENTO, Aug. 15.—Ten rules for California peace officers to follow in the examination of prospective automobile operators and chauffeurs, as required in the law recently effective were laid down today by the division of motor vehicles. Here they are:

Let applicant start car. See how he shifts gears.

Let him drive short distance and stop. Note signal he gives.

Have him back car into curb.

Have him start car and get away from curb.

Have him make left and right turn. Note hand signal.

See if he can read road signs.

See if he has any physical defects and note if they affect his carefulness while driving.

See if he is cautious and careful at all times.

Ask him if he is familiar with headlight requirements.

Give him copy of the motor vehicle act and tell him to study it.

Capital City Entrance Is To Be Repaired

Motorists driving to Sacramento via Davis and the Yolo causeway will find it advisable, for the next week or 10 days, to use M street rather than I street in entering the city, according to the touring bureau of the California State Automobile association. The subway on I street is being widened, making necessary a rather rough detour to M street, which can be avoided by using M street to enter the city. The M street route has been thoroughly signed with the best temporary route signs of the automobile association.

WATER SUPPLY OF AUTOISTS TO BE MADE SAFE

A. A. A. Moves To Safeguard Health Of Motorists

WASHINGTON, D. C., Aug. 15.—A need long felt by the increasing millions of motorists who spend their vacation on the open road, namely, assurance of pure drinking water along the lanes of travel, will be filled as the result of a new activity launched by the American Automobile association.

According to a statement from A. A. A. national headquarters today, the association is now at work on plans for the erection and standardization of signs to indicate safe drinking water along the main traveled highways of the country. These plans have been heartily indorsed by the bureau of the public health service of the United States treasury and by the conference of state sanitary engineers.

"The business of motor touring has assumed such tremendous dimensions," said Thomas P. Henry, president of the A. A. A., "that the safeguarding of the health of the motorist as regards water supplies for his convenience and sanitary

(Continued on Page 8C, Col. 5.)

ROEDING PARK, ONCE BARREN, IS WONDERLAND

Donor's Dream Becomes Reality As Many Enjoy Gift

(Continued from Page 1C)

claimed the attention of the city and park donors. There was some slight opposition to the traction company putting its line through the park. Those officials claimed that to run it out Belmont to Teilman would work a hardship especially on funeral processions, they, basing their arguments that the horses would "scare" and thus break up corteges. The company won and the line was run through the park.

RARE GREENERY

If one were to start out to classify the varieties of trees found in the park, his task would be a long and trying one. He would have to segregate over 500 varieties and with their Latin names—well you students of that dead language know what the work would be. Most of the trees planted are deciduous ornamentals as well as evergreen ornamentals. There is no park in California that has as many varieties as are found in Roeding. Twenty years ago the younger Roeding brought to Fresno the deciduous ornamentals and grew them in the Kings river bottom. Much of this stock was donated gratis to the city by Roeding.

That Roeding park is a spot of sylvan surprises is evidenced in the fact that within the park confines there are to be found three oak trees of silver foliage. These are planted just north of the lake, and there are only two other trees of this variety in the United States today. They are natives of Smyrna and come under the Latin name of "quercus Aegilops." This is a commercial tree and its pods are ground to powder which is shipped all over the world and used in tanning processes. These trees were brought to Fresno in 1902 by George Roeding and planted in the park.

Most every person in Fresno and hundreds of Valley persons know of the beauty of Roeding park and an attempted description of it would be a waste of time and especially a hard task.

ZOO ADDED

In the early days of Roeding park, development consisted mainly of putting in the shrubbery and trees, but in recent years animals have been added and a $20,000 band stand has been erected. This beautiful piece of architecture is located opposite the park superintendent's home and was donated to the city by Augustus V. Lisenby in memory of his only son who died several years ago a victim of influenza.

Tennis courts dot the north side of the park and provision is made for the laying out of playgrounds for the children in the new tract on the west side of the park land. This will be ready for use as soon as the trees and shrubbery planted there have developed sufficient shade for the children. This will probably be in two or three years.

Naturally people are interested in animals and one can find there bears, ostriches, opossums, monkeys—ah, and maybe the solution to evolution?—elk, deer, eagles, rabbits, various birds and ducks for the kiddies to amuse themselves by feeding the ungainly striders. Most of these animals and birds know only one person and that man is John Meredith who feeds them. Meredith makes pets of his zoo friends; he is kind to them and feeds them by hand and is always looking out for their welfare.

All park superintendents have done useful work in their period of service to the city. Some of these are Milton Harra, C. W. Claybaugh, Tom Vickers, Jack Pierce and Peter Rasmussen, recently appointed by Mayor A. E. Sunderland. Control of the park is in the hands of the Fresno park commission, which sees that necessary supplies are provided and park improvements are made—provided there is money in the city treasury for such work. And it is the belief of many Fresno people that before the park work has ceased its development other features will be installed.

Last, but not least is one work which should be carried out, and that is—

The erection of a monument in a conspicuous place in Roeding park to the memory of Fred Roeding.

In addition to the Smyrna oak or Quercus Aegilops, there are these rare varieties found in the park: The American red oak, yellow wood, Kentucky coffee tree, varnish tree, sweet gum, monumental elm, Chinese fig. chestnut, Monk's pepper tree, weeking sequoia, silver redwood, Japanese weeping pagoda tree, and many others.

Fresno Republican
Aug 16 1925.

Vol. XCVIII—No. 8 Forty-ninth Year

THE PACIFIC RURAL PRESS

SAN FRANCISCO AUGUST 23, 1919 LOS ANGELES

Purpose and Scope of the State Fair.

An Interview with Geo. C. Roeding, President of the State Board of Agriculture.

THE STATE FAIR, held annually in Sacramento under the auspices of the State Board of Agriculture, is now recognized as one of the institutions that has a very important bearing on the development of all the natural resources of the State. The growing interest now manifested by the agriculturalists and horticulturists, by the dairy and livestock men, and by the great institutions which manufacture, process and find markets for our products, is a proof of that.

What Is Its Purpose?

The main purpose of the State Fair today is to educate in matters pertaining to Horticulture, Agriculture, Dairying and Live Stock in all their branches; to demonstrate the best materials and cultural methods of obtaining given results in these industries; to show modern methods of marketing our wares and what the world's markets and our own markets demand.

Another purpose is to promote friendly rivalry by exhibits from various counties as well as to widen the knowledge of what those counties stand for.

Some 20 counties are making great central exhibits this year. All of these things help our producing industries in a measure that is hard to calculate. They help to disseminate information that can not be spread in any other way. Only by such a grand aggregation of products is it possible to compare results—to see, weigh and handle them.

An Instance in Point.

Suppose some one has a Tuscan Cling peach with a smaller pit and more meat. It is brought here, its origin and habitat noted, and its merits discussed. Prunes from the different sections are shown. Their size, shape and quality are compared, their habits and bearing capacity discussed together with one hundred and one things in connection with the industry. Such comparisons must result in advancing the industry by the application of lore picked up at the Fair. It is only by concentrating at one place and having the objects at hand that these things can be brought out.

The above are a few of the details presented in answer to our first question—"Purpose." We asked Mr. Roeding about the Future. He said:

GEORGE C. ROEDING,
President California State Board of Agriculture.
"The State Fair can be the greatest educative and promotive agency in California development, and it is the duty of evrey Californian to help realize its benefits."

Business Demands a Definite Plan.

"Let us pause for a moment and formulate in our minds what a State Fair should be. Having decided, we proceed to outline a definite plan to work on. For nothing is done that is not based on a system. In the first they must be built on model lines. At the same time they must be models of efficiency, thus providing examples for our country fairs. they must be built on model lines. At the same time they must be models of efficiency, thus providing examples for our county fairs. In the construction of a cow barn, dairy building, hog barn and the many other buildings, they must serve to educate those who see them and be of such a character and design that interested parties may obain ideas from the examples set before them that they will be proud to follow."

"The only buildings which appeal to the directors as serving a purpose today are the Women's Building, erected in 1916, and costing $30,000, and the new Horticultural and Agricultural building, completed a few months ago at a cost of $30,000—the nucleus of what promises to be a new era in the history of the State Fair. There is no other State building that will compare with this for exhibition purposes."

The First Attraction.

"Now the first thing that attracts us on entering the Exhibition Grounds is the buildings and their grouping or their setting. We admire their beauty and outward appearance, and are anxious to see the attractions which they house. Good buildings are necessary to provide a setting for exhibits and to induce exhibitors to come and spend the large sums necessary to show off their wares to advantage."

"We must therefore work for a concrete plan and build to it if our Exhibition Grounds are to present a homogenous grouping. To stick up a building with the idea of adding makeshift lean-tos is not good enough. Our producing industries for one State are already the greatest in the world, and this great fair will be "the" feature that represents them as a whole. Our fair grounds and buildings must be adequate in dignity and area to the vast rich State they represent. We want every exhibitor to be proud of the possession of his space and every grower or business man to be proud of attending an annual function and festivity he helped to create.

How Can We Enlarge Its Scope.

"The farmers, growers and business men must first remember that this is THEIR Fair. They must learn to extend their interest in the exhibitors themselves as well as in that which is shown. They must offer suggestions and ask for them, too. The Board of Directors can only do so much work as the annual appropriations will reach. That is their job. The members of the Board receive no pay—only their expenses. They work solely for the advancement of the producing industries in the State of California.

The time has arrived when the scope of the Fair should be widened and more buildings provided to meet our enormously increased production. Californians must see that funds are available to carry this out. The annual appropriation of $30,000 for premiums and funds for the maintenance of the buildings and grounds are the only moneys that the Board of Directors have at their disposal.

The plans are ready to complete a definitely formulated "entity" as fast as funds are provided to carry them out. Every citizen of the State of California is interested in the fulfillment of these plans—not only from the civic standpoint, but because it is good, profitable business.

All exhibitors are represented here by men who want you to ask questions—you need not buy. Just ask questions and learn. These men are here to answer those questions, and they want you to do it. The State Fair is a business propisition that is also made as attractive and entertaining as possible. As San Francisco is the metropolis of the Pacific so must our State Fair become the Mecca of visiting investors.

A Striking Personality

From the *California Garden*, H. W. Kruckeberg sends us the following appreciative notice of a California pioneer plantsman—an early associate of John Rock—of the California Nursery Co., which is now owned by another progressive nurseryman in the person of George C. Roeding:

"Mr. E. Benard, San Diego's popular nurseryman, is the grandson of a family of nurserymen dating from after the Napoleonic wars. Laurent Matthieu Benard was in 1820 one of the leading nurserymen at Orleans, France, which was then a center of production of nursery stock. Before the railroads were available for transportation between towns, he filled three or four large two-wheeled drays drawn by two or four horses and went from fair to fair selling fruit trees, forest seedlings and shrubs, going as far as Paris, a long journey for those times.

"In 1846 E. L. Benard, the father of E. Benard, was connected with his cousin Briolet in the decorating and florist business in Paris, having charge of the garden of the Hotel of James Rothschild in Rue Lafitte. This father of the all-powerful bankers of that day, used to come into his garden and chat with the gardener and take a snack with him of French bread and Chablis. Benard's father in 1849 took charge of his father's nursery business in Orleans, where he stayed till his death.

"In 1884 E. Benard came to America to establish better commercial relations with the nursery trade. He worked with W. C. Wilson, Astoria, N. Y.; Robert J. Halliday, Baltimore, where he specialized in Azaleas and Camelias, then with Robert Craig, the leading Philadelphia florist. Expecting to return to France he wanted to see California, thinking to look it over in a couple of weeks, but he got himself tangled up with the California Nursery Co. at Niles and induced the then manager, John Rock, to go in strongly for Roses. He came to San Diego with a large consignment of plants at the opening of the Hotel del Coronado, and he has never gotten away. He started a nursery in Mission Valley and his name is known wherever people grow Roses in this big West. He keeps us his affiliations with France and her doings in his line through his brother George, who is the leading nurseryman of the Orleans district, and through whom comes to San Diego the best of the introductions in the old world."

NILES NURSERY ABSORBS BIG PLACER PLANT

George C. Roeding Buys Great Loomis Nursery and Consolidates Both.

The California Nursery Company at Niles, which has the distinction of being the oldest and best established nursery in California, is preparing for a busy season under the direct personal supervision of George C. Roeding, a man with, literally, a world-wide reputation as a horticulturist.

This company announces an enlargement of its field of activities and a tremendous addition to its plant by the purchase of the Placer County Nurseries, located near Loomis, in that county. This great nursery plant is second only to the original California Nursery at Niles, and it will now become a part of the California Nursery plant and will be operated as such from the headquarters at Niles. This will make Niles the greatest nursery center in the state.

The specialty of the California Nursery has been ornamental trees, shrubs and vines, roses and deciduous and evergreen trees and nuts. The California Nursery has always handled fruits of various kinds, but its stock of ornamentals and garden shrubs, trees and vines has been one of the largest in the entire country.

The purchase by the California Nursery Company of the Placer County Nurseries gives to the California Nursery Company one of the finest stocks of fruit trees that there is in the state.

The important fact to Alameda county is that the entire plant will be operated from Niles and will result in vast advertising to this county. George C. Roeding, the president of the California Nursery Company, is to give much of his time to the Niles plant, and this means a great enlargement of the business thereof.

The management is already at work preparing the plant at Niles for the season which begins in another month. A great automobile trade is expected this year as last.

Early Planting Is Result of Rains

Increased activity and a tendency toward early planting, is reported by the California Nursery Company at Niles as a consequence of the heavy rainfall this season.

A large sales depot has been erected by this company on its property located on the main highway, between Oakland and Niles. The depot will be open daily and Sunday for the convenience of motorists. This nursery was established by John Rock in 1865, but it is now conducted by George C. Roeding, formerly president of the State Board of Horticulture.

ALAMEDA EXHIBIT EFFECTIVE.

Ned Stearns, for many years the exhibitor for Alameda county, is back again this year with an altogether new idea worked out to demonstrate the county slogan "Where rail and water meet."

In the background of his picture he shows the business and manufacturing section of the county, out of which comes a freight train to meet an ocean steamer at the dock. In the foreground small boats are sailing about a miniature bay. The agricultural exhibit is made up of 60 varieties of fruits from a test orchard at Niles which was started by John Rock in 1865. Included in the fruit exhibit are 13 varieties of peaches, apples and pears which never before have been displayed at a fair.

SHRUBS THAT WILL THRIVE UPON VERY LITTLE MOISTURE

By GEORGE C. ROEDING,
President California Nursery Co.

This class of shrubs and trees is a very valuable one to some locations in California where the water supply has to be carefully considered. And where one is looking around for such plants as will withstand drought these we will name, whilst not a very large collection, are enough to make a considerable showing and will well repay the little care bestowed upon them.

Of course all agaves, that family so nearly related to the cactus, delight in a hot, dry soil, sending forth their rich green fleshy leaves and in the case of the century plant, after several years old, producing an enormous flower stalk, often over twenty feet high. This species also comes with leaves striped with broad yellow or cream margins and at all times makes striking specimens. There are no less than eight well-known types of the agave, any of which are useful in dry situations. Then we have the dracaynas, tropical looking trees with dagger-like leaves. These can be pruned when the stalk becomes too bare and high, sending forth numerous shoots at the top, which will be crowned with a heavy tropical cluster of wide leaves.

Mexico furnishes us with the dasyhraon—xyztion, leaves very long, straight and slender, flowers very tall, dense white. There are five well-known varieties of these to choose from, and the flower stem often runs up to fifteen feet high.

The Spanish broom, a plant from the Mediterranean regions, with cylindrical hollow, clear green and almost devoid of leaves, makes one of the best shrubs for a dry location. The flowers are large, bright yellow, exceedingly fragrant, pea shaped, and there is hardly a month in the year when you cannot gather a bouquet or flowers from this delightful shrub and it is very resistant to drought.

Possibly every one knows the oleander, but we cannot conclude this article without including these beautiful shrubs, as so many beautiful types of form and color have been developed in late years, colors that run all the ranges of pinks, reds and yellows, more or less sweet-scented, but it should not be forgotten that all parts of the oleander are poisonous if eaten.

Should you desire to plant trees you make no mistake in selecting some of the thirty well-known varieties of eucalyptus, especially that queen of them all, eucalyptus herrona, or the scarlet-flowered gum. This is the variety that you see so often displayed in the florist's window.

The Australian tea-tree, or leptospernum, is a very dainty shrub, very little known, but thriving well in California, covered with small graucous leaves and small white flowers in early spring. This shrub makes a splendid dense background if you wish to hide an unsightly building, it being evergreen and growing to a height of twelve feet.

Who hasn't heard of the bottle-brush, or callistemon, or as some call it even, the button-shrub, from the seed pod that adheres very closely to the branches after the flowers have fallen. In fact these pods remain on the branches year after year. There is a large range of colors in these bottle-brush reds and pinks of all shades and the dainty narrow leaves, combined with its quick growth, make it a general favorite when once grown. Being a native of Australia it thrives perfectly in California and you make no mista e in planting where there is a scarcity of water.

We must not forget in looking around for drought resistant trees and shrubs to plant the acacia, general favorites with almost everybody and too well known to need any description except, perhaps, the acacia balleyana, and enough praise cannot be bestowed on this variety. It is one of the best to grow. The foliage of the mature tree at all times is intensely graucous, the leaves feathery and finely divided, flowers borne in long golden chains, very early in the spring and when one of these trees is in full bloom its beauty is beyond description. The acacia cultriformis is another variety not well known. This one is more of a curiosity on account of the shape of its leaves, which somewhat resemble the shape of a saw, being small, acute and very graucous, with kower heads in clusters all along the branches.

With this selection of a few shrubs and trees that can thrive on a minimum supply of water, we trust that you will plant many a bare spot that would otherwise be devoid of beauty.

Wonderful Cactus and Palms in the gardens of the California Nursery Company at Niles, Alameda County.

S. F. Examiner, Feb 1919

TREE PLANTING REPAYS STATE

By T. A. SAND, Manager
California Nursery Company.

The state-wide movement toward avenue tree planting should have the endorsement of every citizen of this great State.

Every tree planted adds to the fame of the Golden State and serves as an added attraction to the countless thousands who visit the State each year, since our good roads and automobiles have made the country much more accessible.

Among the avenue trees which are most popular in Northern and Central California, the European sycamore (platanus orientalis) is beyond question one of the best shade and avenue trees in California. The tree is perfectly hardy and cannot be injured either by heat or frost. Is practically free from any injurious insects and such pests. It is a very long lived tree and is adapted to a wide variety of soil conditions. The sycamore will thrive with very little water if it is only given the proper care in becoming established. It can be allowed to go untrained into an enormous tree or it can be pruned down into almost any form desired. It does not sucker from the roots, as some other trees do. Its shade is very dense on account of its natural compact growth.

Then there is the Lombardy poplar, a tree of very erect slender form reaching a height of 75 or 80 feet; a tree of extraordinarily rapid growth; is very seldom attacked by the borer which is generally prevalent in other varieties of poplar. The Lombardy poplar is possibly one of the most attractive avenue trees in the state, being a beautiful green throughout the entire summer, and changing to a brilliant golden color in the fall. These trees can be transplanted practically at any size. They suffer no injury from heat or frost.

Next in order among the poplars is the Carolina poplar, of a more spreading growth and larger leaf than the preceding. While this variety makes a beautiful avenue tree its principal value is in its dense shade.

What is more beautiful than an avenue of the stately fan palm? There are many beautiful specimens in the state often reaching a height of 60 feet, and in the vicinity of Fresno are some famous palm drives that are known throughout the state.

Palms are generally planted small and after being established make a rapid growth. Being very attractive throughout its entire life makes the palm more valuable as an ornament in all sizes. There are practically no insect pests of any kind that attack the California fan palm.

MILLIONS FOR FAIR

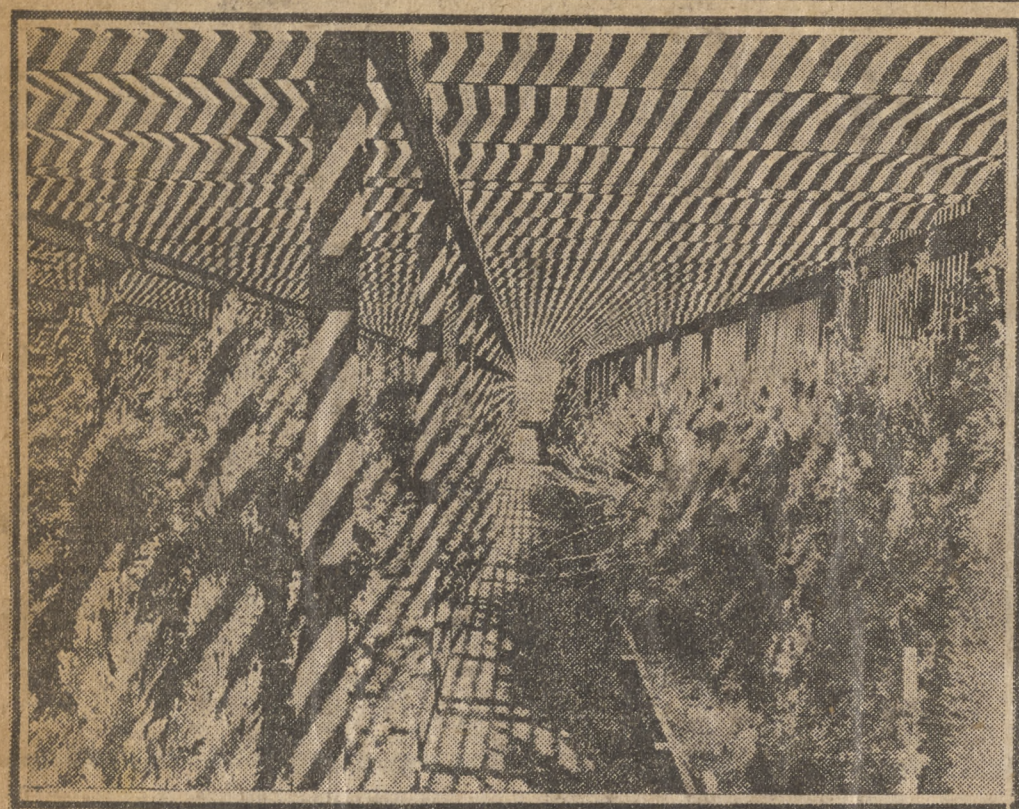
President Roeding of the board of directors of the state fair association, speaking before the recently formed California Exhibitors' Association, urged that an annual state fair be held in Los Angeles in winter and, as heretofore, in Sacramento in the summer or fall. In addition he referred to the movement which has been started to secure a million dollar appropriation for improvement of the state fair grounds.

It seems to be fairly well settled that Sacramento shall remain the state capital and the center around which such activities shall revolve. Hence there should be no more delay than is unavoidable in the matter of fitting the grounds to give best service in the annual fair. At one time it was seriously discussed as to whether a state fair gave sufficient return to justify the expense. That question is settled, but the question now before us is: "Shall we hold two state fairs, one, as has been suggested, in the southern end of the state? The latter in order to give the vast number of tourists an idea as to agricultural possibilities north of Tehachapi; further, to give to the southern end of the state the advantages which come with such an exhibit of California's products. While the opportunity is to be given to Northern California agriculturists to exhibit in the South before winter tourists may be invaluable, yet the opportunity in Sacramento has not been of sufficient value to induce large numbers of southern producers taking their products 500 or 800 miles at a period when weather conditions are very hard on their live stock, fruits and other products.'

But in any case we believe it will be a wise move on the part of the producers to support the present movement for a liberal appropriation to fully equip the grounds at Sacramento.

Cal. Cultivator Sept 20, 1919

Much Development Work Done at the Cal



Photographs of the new "Lath House" or salesroom for shrubs, plants and trees at the California Nursery at Niles. T "Lath House" showing the plants balled and potted for delivery. On the right is the small sales bed for fruit tree the main stock. The lower left hand picture is that of the exterior of the "Lath House" and on the right is anothe

The California Nursery At Niles Has Become One of the Show Places of Alameda County Where Visitors Are Always Welcome

The California Nursery at Niles has spent many thousands of dollars in the last few months for new buildings, new equipment and new propagation, until the oldest nursery in the state maintains its position of the largest in size with the greatest variety of nursery products of any such plant in the state. Those who knew the California Nursery of last season would hardly recognize the place today with its increased equipment and new buildings upon which probably $25,000 has been spent.

Probably the most visible and important improvement has been the construction of a new set of buildings for the display and sale of plants and trees. The technical name of this building is a "lath house," because it is built of laths which admit the sun and air but break the winds. An entirely new building of this character has been built right at the entrance to the property of the company just north of the underpass at Niles. This building is intended for a sales room where customers can see the plants that they are buying just as they will stand in the gardens when planted.

This system of selling is an innovation and follows closely the line of retailing any ordinary line of goods. The management of the California Nursery decided that purchasers of ornamental plants must be able to see what their purchases look like and be able to pick out just what they want. So the great display lath house was built as a salesroom, and customers now drive up to the entrance, and pick out what they want with the aid of the catalogue and their own powers of observation.

This method of buying garden shrubs and tree has become so popular since it has been instituted that the grounds of the Nursery Company are thronged on Saturday and Sunday, and even during the week, by those who motor down to Niles.

The grounds of the company have been thoroughly cleaned and laid out, and a new section devoted to fruit trees installed. There is carried here a quarter of a million fruit trees at all times, and selection of any quantity can be made right on the grounds. This is an entirely new feature for in the past the California Nursery has not dealt in fruit trees in such large quantities. This nursery has always been noted for its ornamental plants, of which it has the largest stock in the state, but it is now able to deal in fruit trees to any exten

The nursery grounds have been laid out anew, and many new sections have been laid off for the propagation of shrubs and plants. There have been large demands upon the stock of this company this season and it has been found necessary to go into the work of replenishing and keeping up this stock, which means more propagation. Extensive plans have been made for new propagation this season.

The California Nursery is becoming one of the great show places of Alameda county, and visitors from all over the world are now being shown just what can be done in the glorious climate of Alameda county

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S. F. Chronicle Feb 7-16 1921

Tree Planting Of Large Value To the State

Nursery Expert Discusses This Factor in Adornment

By T. A. SAND,

Mgr. California Nursery Company

The statewide movement toward avenue tree planting should have the indorsement of every citizen of this great state.

Every tree planted adds to the fame of the Golden state and serves as an added attraction to the countless thousands who visit the state each year, since our good roads and automobiles have made the country much more accessible.

Among the avenue trees which are most popular in northern and central California, the European sycamore (platanus orientalis) is beyond question one of the best shade and avenue trees in California. The tree is perfectly hardy and cannot be injured either by heat or frost. Is practically free from any injurious insects and such pests. It is a very long lived free and is adapted to a wide variety of soil conditions. The sycamore will thrive with very little water if it is only given the proper care in becoming established. It can be allowed to go untrained into an enormous tree or it can be pruned down into almost any form desired. It does not sucker from the roots, as some other trees do. Its shade is very dense on account of its natural compact growth.

Then there is the Lombardy poplar, a tree of very erect slender form, reaching a height of seventy-five to eighty feet; a tree of extraordinarily rapid growth; is very seldom attacked by the borer, which is generally prevalent in other varieties of poplar. The Lombardy poplar is possibly one of the most attractive avenue trees in the state, being a beautiful green throughout the entire summer, and changing to a brilliant golden color in the fall. These trees can be transplanted practically at any size. They suffer no injury from heat or frost.

Next in order among the poplars is the Carolina poplar, of a more spreading growth and larger leaf than the preceding. While this variety makes a beautiful avenue tree its principal value is in its dense shade.

What is more beautiful than an avenue of the stately fan palm? There are many beautiful specimens in the state, often reaching a height of sixty feet, and in the vicinity of Fresno are some famous palm drives that are known throughout the state.

Palms are generally planted small and after being established make rapid growth. Being very attractive throughout its entire life makes the palm more valuable as an ornament in all sizes. There are practically no insect pests of any kind that attack the California fan palm.

BAKERSFIELD, AL., ECHO—25
May 20, 1921

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The most complete plant nursery in the world is the one owned by the California Nursery company, at Niles, California. It is conducted by George C. Roeding, eminent horticultural expert, who has attained national prominence through his successful introduction of the Smyrna fig into California and through his services in connection with Hoover's agricultural board during the war. Mr. Roeding has also served as president of the California state board of agriculture.

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Oakland Tribune

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February 20/1921

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The French government has had several agents in California at different times purchasing nursery stock and seeds for shipment to the devastated portions of that country. That government bought huge quantities of seeds and a very large amount of nursery stock, much of the latter coming from the California Nursery Company at Niles. More than $8,000,000 has been spent in that way in California since the war closed.

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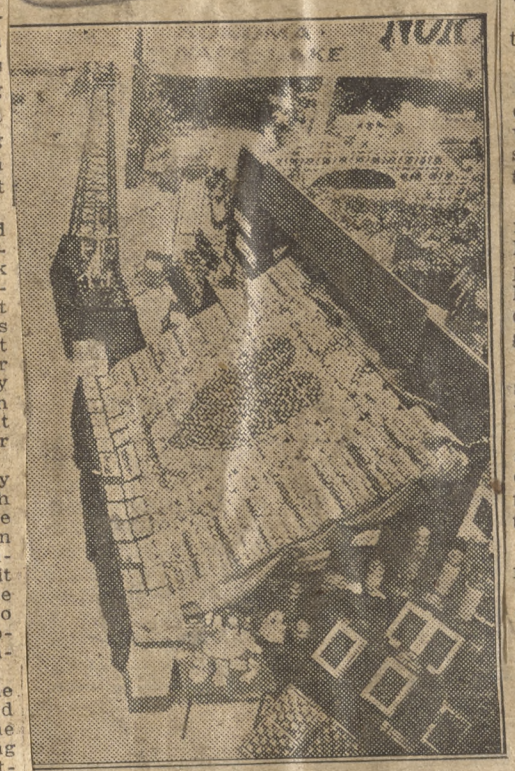
Los Angeles Times Sept. 17-1922

BY HENRY W. KRUCKEBERG.

THE outstanding features of the sixty-eighth annual California State Fair at Sacramento were essentially educational and informative in character, and covered three fundamental subjects, viz., agriculture, horticulture, live stock and the industrial displays of the State university and the public schools. These again gave expression to a larger community interest as between one section of the State and another, and a more friendly spirit between the several counties. As George C. Roeding, ex-president of the association



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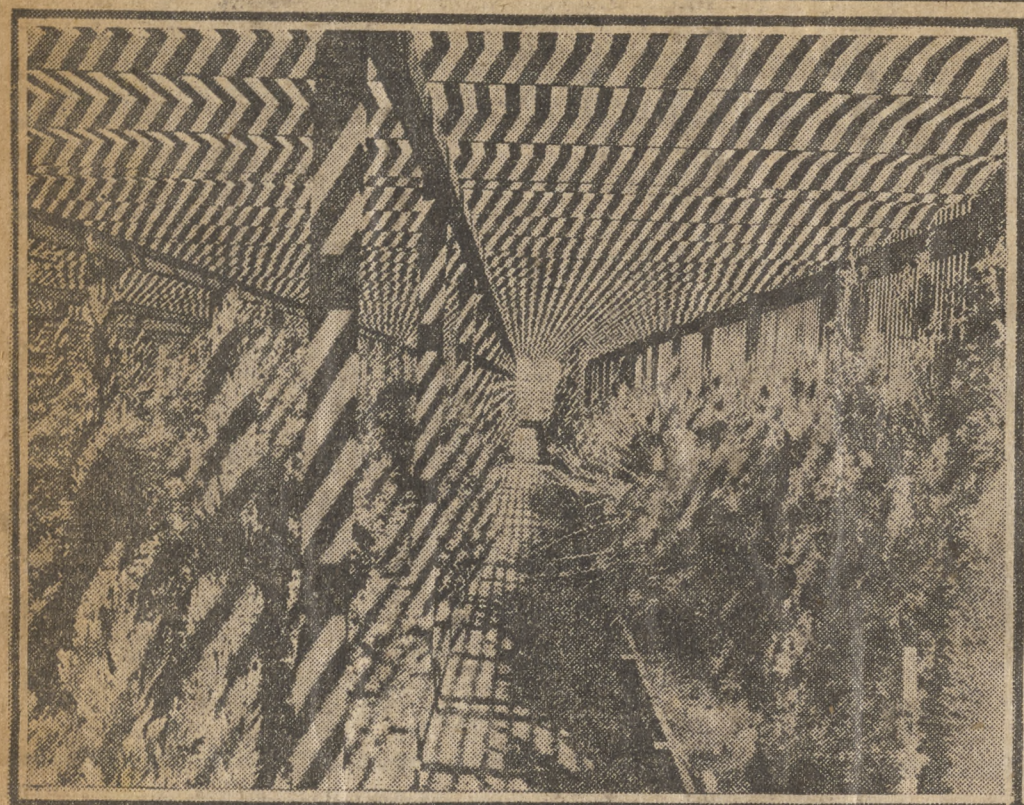
Much Development Work Done at the California Nu



Photographs of the new "Lath House" or salesroom for shrubs, plants and trees at the California Nursery at Niles. The upper left picture is a "Lath House" showing the plants balled and potted for delivery. On the right is the small sales bed for fruit trees. This contains only s the main stock. The lower left hand picture is that of the exterior of the "Lath House" and on the right is another view of the interior o

The California Nursery At Niles Has Become One of the Show Places of Alameda County Where Visitors Are Always Welcome

The California Nursery at Niles has spent many thousands of dollars in the last few months for new buildings, new equipment and new propagation, until the oldest nursery in the state maintains its position of the largest in size with the greatest variety of nursery products of any such plant in the state. Those who knew the California Nursery of last season would hardly recognize the place today with its increased equipment and new buildings upon which probably $25,000 has been spent.

Probably the most visible and important improvement has been the construction of a new set of buildings for the display and sale of plants and trees. The technical name of this building is a "lath house," because it is built of laths which admit the sun and air but break the winds. An entirely new building of this character has been built right at the entrance to the property of the company just north of the underpass at Niles. This building is intended for a sales room where customers can see the plants that they are buying just as they will stand in the gardens when planted.

This system of selling is an innovation and follows closely the line of retailing any ordinary line of goods. The management of the California Nursery decided that purchasers of ornamental plants must be able to see what their purchases look like and be able to pick out just what they want. So the great display lath house was built as a salesroom, and customers now drive up to the entrance, and pick out what they want with the aid of the catalogue and their own powers of observation.

This method of buying garden shrubs and tree has become so popular since it has been instituted that the grounds of the Nursery Company are thronged on Saturday and Sunday, and even during the week, by those who motor down to Niles.

The grounds of the company have been thoroughly cleaned and laid out, and a new section devoted to fruit trees installed. There is carried here a quarter of a million fruit trees at all times, and selection of any quantity can be made right on the grounds. This is an entirely new feature for in the past the California Nursery has not dealt in fruit trees in such large quantities. This nursery has always been noted for its ornamental plants, of which it has the largest stock in the state, but it is now able to deal in fruit trees to any extent necessary.

The nursery grounds have been laid out anew, and many new sections have been laid off for the propagation of shrubs and plants. There have been large demands upon the stock of this company this season and it has been found necessary to go into the work of replenishing and keeping up this stock, which means more propagation. Extensive plans have been made for new propagation this season.

The California Nursery is becoming one of the great show places of Alameda county, and visitors from all over the world are now being shown just what can be done in the glorious climate of Alameda county

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...ICHO—25

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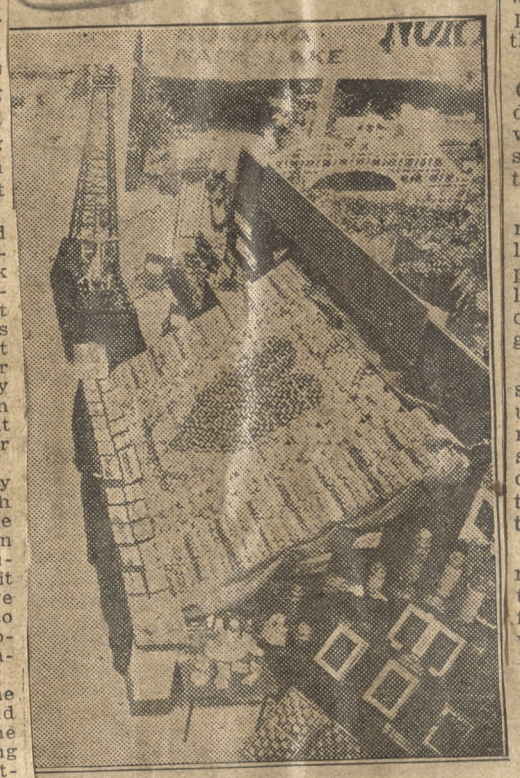

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Beautifying of the City Street

Uniformity the Great Necessity

Plant Roadway of the Country

By GEO. C. ROEDING,
President, California Nursery Company, Niles.

In street and avenue tree planting the one thing to consider is uniformity, not only as to variety and kind of tree, but also as to planting plans. All trees should be equal distances from the sidewalk, the parkway should be of uniform width and the trees equal distances apart in the rows.

If the street or avenue to be planted is within the corporate limits of a city, the planting should be under the direction of an experienced official, working under legal authority, so that uniformity will be secured; the same applies to country roads, in which case the county government should supervise the planting.

It is a matter of regret that in municipal and county government these conditions do not always prevail, hence the residents along a particular street, boulevard or highway should unite on a certain variety of tree for the length of their particular thoroughfare, thereby securing for its length a harmonious and pleasing effect which should be supplemented with intelligent after care of the trees to secure best results. As the trees attain age, they practically form a green archway covering the entire width of the street or avenue with their grateful shade.

During the earlier days the planting of trees in California other than those in orchard form, was somewhat limited to the evergreen kinds—trees that do not shed their foliage at a particular season. As a result the eucalyptus and acacias are a pronounced feature of our landscape; likewise the conifers and broadleaved evergreens are also much in evidence.

During our winter months sunshine is certainly gratefully appreciated, and in our interior valleys shade is certainly desirable during the warm days of summer. For this reason the deciduous group of trees is not without consideration, and in many instances should be given first choice. And in suggesting a selection only two will be mentioned, because possessing advantages that are pivotal in character.

The first is the Oriental Plane or European Sycamore (Plantanus orientalis). This is a native of southeastern Europe and India. and in its native habitat attains a height of 100 feet; it is a rapid, erect-growing tree, with bright green foliage; it thrives well in all portions of California. Its beautiful clean trunk, umbrageous habit of growth, abundant foliage and freedom from insect pests and diseases render it an ideal tree both for park and avenue planting. It is indeed a striking feature in southern Europe, where it is largely in evidence for shade purposes. It is also resistent to the smoke of cities and the hardships of a congested environment.

The other is the "Balm of Gilead." (Populus balsamfera candicana). It is native to the eastern United States, and it is remarkable for its luxuriant growth, large, glossy foliage, somewhat spreading habit and rapid growth; the buds possess an added interest from the fact that they are covered with a fragrant resin. This tree does well throughout the coastal and interior counties, and is a pronounced feature in late shade tree plantings from Stockton to Bakersfield.

NURSERY PLANS ADDITION TO LARGE PLANT

TRIBUNE OCT. 29/22

Niles Institution to Build Show Rooms on Main Highways.

The California Nursery at Niles has purchased a plot of land on the main Oakland-San Jose highway where it passes the Nursery just this side of Niles, and will erect thereon show rooms and lath houses that will be the most complete in the state. The California Nursery is just to the west of the main Oakland-San Jose highway and west of the tracks of the Southern Pacific Company at this point. Between the highway and the present grounds of the Nursery and east of the railroad track is a plot of ground on which now stands a barn and a few fruit trees. This plot has been purchased by the Nursery Company and will be turned into the finest display grounds in the state of California.

A new lath house and show rooms will be built on this property for the display and sale of ornamental trees and shrubs, thus making it an easy matter for people to inspect the plants without making a detour off the main highway. The ground will be set out with more matured trees and shrubs; and tourists passing along the highway will get an idea of the infinite variety of plant life which the California climate is capable of producing.

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The Magnolia in California

Wonderful Tree of the South

Magnificent for Use in the Park

OAKLAND TRIBUNE NOV. 5, 1922

By GEORGE C. ROEDING,
President California Nursery, Niles, Calif.

One of the grandest trees of the cuthern States is Magnolia grandiflora. Attaining a height of 100 feet along the lower Mississippi Valley, its immense large and fragrant white blossoms and handsome foliage render it a prime favorite either as single specimens on an expanse of lawn, planted in groups, or aligning a public highway.

A fine group, now some fifty years of age, is a pronounced feature on the grounds of the California Nursey Company at Niles, where the trees have attained a spread of fifty feet, and the air in their neighborhood is redolent with the aromatic perfume of their gorgeous and immense snow white flowers.

Though not cultivated for any economic purpose, this fine tree of native American forest growth possesses an artistic value in park and garden that is unique and exceptional. Its blooming period extends over May and June with scattering blossoms over the remainder of summer when cone-like fruits, from which seed of the deepest coral red issue in October, follow the blooming periods.

Being native to the humid regions of the United States, the tree naturally luxuriates in a moist soil. In California it does remarkably well in the coastal counties, and also in the interior, although if allowed to suffer for want of moisture, the foliage is liable to look pinched and will not full develop; likewise the blooms will be less massive; in severe cases the leaves may wither and the petals of the flowers become dried and rusty. On the contrary, if afforded plenty of moisture, it will withstand the hot dry season of the interior very well. Where the situation is ample and the environment will allow sufficient perspective to afford its handsome appearance occular demonstration it should by all means be given serious consideration in all plantings of a private and public nature.

IMMENSE PLANTING PREDICTED FOR COUNTY

Merced Star. OCT. 12/a
1922

That the coming winter and spring will be marked by the largest planting of trees and vines in the history of Merced county is indicated by the flood of orders now being received by local nurserymen.

Ivan Lilley, of the Lilley & Stribling nurseries, say there is a very great demand for figs of all varieties with the Black Mission predominating. The Merced fig acreage will be nearly doubled this year, according to indication. There will also be a large planting of almonds in some sections, with many peaches and vines.

A. W. Chinn, representing the California Nurseries, says that the demand for all varieties of fruits and vines is breaking all records. He predicts a big planting of peahces in the British Colony section and a large acreage of grapes in all sections of the county, the demand being especiall yfor Alcantes, Zinfandels and Malagas.

Orchards planted last year, despite the late season, are reported as having all made a wonderful growth, and from the plantings of three years ago a bi gincrease in fruit production in this county is expected next year.

BILLS PAID BY DILLON WITHOUT BOARD SANCTION

System Of Commissioner Of Finance Scored By Roeding

Commissioner of Finance Charles Dillon's system of handling municipay accounts was attacked to-day in a meeting of the city park commission by George C. Roeding, park commissioner, who declared in effect that Dillon has paid bills against the park department account without the sanction of the park commission.

The specific instance mentioned was the recent payment to Coates and Traver, architects, of $1,100 for plans and specifications for the municipal swimming pool project in Roeding Park, after it had been decided to abandon the plan of installing the pool. The bill was ordered paid by a vote of the city commission, which Roeding declared was an improper action in that the bill had never been approved by the park board.

Dillon Counters Charge

Dillon countered Roeding's charge with the declaration that he had voted against payment of the bill, because he knew nothing of the circumstances under which the bill was contracted. He said that he paid it because he had been authorized to do so by a majority vote of the city commission.

Roeding made this a point for a heated attack upon a system which would permit of such action on the part of the commissioner of finance, who, while objecting to the payment of the bill, paid it without going into the angle of it on which he based his objection to paying it, voiced by his negative vote.

Tried To Usurp Power

It was the claim of Roeding that Dillon was trying to usurp the authority of the park commission, and he stated that he intended to determine the extent of the authority of the commissioner of finance and the park board.

The only official action taken by the park commission to-day was to vote a recommendation for immediate installation of sprinkling systems in the parkways on Van Ness Avenue and Huntington Boulevard, and for the planting of lawns and shrubbery in the parkways along these streets.

Acre upon acre of lath houses at the largest nursery on the Pacific Coast give protection to young plants, trees and shrubs that have been brought from other parts of the world and have first to become acclimated to California climate. (Insert)—George C. Roeding, head of the California Nursery, and whose distinguished service in connection with Hoover's agricultural board during the war, as president of the State Board of Agriculture, and in successfully introducing the Smyrna Fig to California, are a few reasons why he is considered one of the foremost practical agriculturists living

HOW A NURSERYMAN WORKS

WIZARDS of plant life, whose magic results and methods have taught us to be amazed at nothing, had a true convert in the enthusiastic young lady who was recently leading a party of friends through a certain famous nursery. "There, you see," and she proudly pointed out some white objects fluttering from the tree branches, "those are the thermometers that tell the temperature of every tree, so that when one of them gets a fever or a cold some one from the office can run out and attend to it."

Probably the veteran nurseryman can cite more difficult problems than dealing with trees that have colds and fevers, but the "thermometers" in point were classification-tags on some of the thousands of plant specimens at the giant nursery conducted near Niles, California, by the eminent horticultural expert, George C. Roeding.

California has attained acknowledged pre-eminence in the brilliant variety and yield of her plant life. But as there are almost as many needs and preferences in the matter of plants as there are temperamental suitors, orchardists and gardening housewives, it may be readily judged how complex is the problem of the largest nursery on the Pacific Coast in supplying these needs.

The California Nursery Company has for years applied itself to this task, and under the direction of Roeding has become a highly systematized organization where one's whim may run riot in a selection of from five to ten thousand separate varieties of fruits and ornamental plants. Special attention has been given to the development and growth of fine roses, and as a result over three hundred distinct varieties are available. All of us are familiar with the weeping willows, but it came as a distinct surprise to our BULLETIN correspondent to learn that practically all deciduous trees can be made to "weep" by either developing certain types or by grafting onto the tops of other trees. In the case of the willow, this is a natural development. At Niles, weeping poplars, weeping birches, weeping elms, weeping cherries and weeping locusts, maples, walnuts and other trees may be seen.

Located at Niles, California, the giant nursery extends over 465 acres of prime valley land. Frequently shifted as they develop, the plants are kept at all the intermediate stages from seedlings to full-grown trees. Starting many of them in beds ten or twenty feet square, they are first kept under the protection of lath houses in thickly clustered groups, after which they are permitted to grow on in other types of soil until they reach the two-inch pot stage. From this container they are graduated to outside soil, where in rows one or two feet apart they await the day of going to market.

Every one of the thousands of plants on the estate has a history, and, like the chart of a hospital patient, it must be kept up to date for immediate reference.

To gain a conception of the index-maker's problem, picture his having to keep check on something in the neighborhood of ten thousand varieties, which are kept stocked at all stages of their development from cuttings to fifteen-year-old trees. This entails keeping up cards that tell exactly how many varieties of a certain plant are grown; the precise number of each on hand, together with a statement of the particular bed that houses them; how large they are; and when they are due for the next change of location.

A corner of the cherry orchard at Niles where there are endless rows of one-year-old trees. An order for several hundred of this size alone can be turned out on a moment's notice without phasing the stock. (Insert)—An unusual motor-driven machine, known as a tree-digger and root-chopper, which is also a contented user of Standard Products. It operates a semicircular steel knife two feet under ground on the principle of an apple-corer, and replaces twenty-four horses

REFRIGERATOR SHIPS FOR FRUITS, PLAN

Plans are being formulated today by California fruit growers to ship next season's fruit crop in refrigerator steamships to the Atlantic coast by way of the Panama canal, thus saving a possible $10,000,000 worth of fruit that goes to waste in California annually, according to George C. Roeding, one of the State's largest growers.

The plan of shipping fruit by water was accelerated by the announcement of E. M. Sheehan, manager of the California Grape Growers' Association, that, even though there were enough refrigerator cars to move the crop, there was still an insufficiency of railroad lines to handle it.

"If we could have one-way traffic eastbound over the transcontinental lines during the peak fruit season, the railroads would then be able to handle California's fruit crop," he said.

The University of California, under the direction of Professor E. L. Overholser of the department of agriculture, has been conducting experiments to discover a means of preserving such fruits as cherries, figs and strawberries, which must be marketed ten days after picking, for the seventeen-day trip through the canal. Overholser said that a refrigeration process has been discovered that will keep such fruits in good condition from three to five weeks.

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Oakland Tribune

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"Under such conditions the state of California would be visited each year by thousands of people from the Middle West and the East, attracted thither by the convenience of a survey of all the counties of the state from Imperial to Shasta, and all under one roof. Such information as one would gather under these conditions is just such as is most desired by the stranger; it is first-hand, authentic and official and will promote the best interests of the state as a whole and the several districts of the state as has never before been possible.

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Oakland Tribune 8/14/1921

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By GEORGE C. ROEDING, President California Nursery Co.

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OLDEST IN THE STATE.

Historically the California Nursery is interesting for it is the oldest institution of the kind in the state having been founded in 1865. It has always been the largest nursery in the state handling ornamental plants and shrubs, and with the addition of the Placer county fruit stock it now has the largest and most complete stock in the state.

The management is going to keep the Niles plant open to visitors from now on, and a corps of experts will be constantly on the property to give advice about garden planting. Escorts will be furnished to conduct visitors through the grounds upon application to the office.

The Roeding interests will be centered more and more in this county from now on and will make themselves a part of the development of the county. While retaining his large Fresno interests Mr. Roeding will add to those in this county and bring the California Nursery up to a point where it will cater to the great trade of the San Francisco Bay District and the Sacramento Valley.

October, 1924.

N FRANCISCO EXAMINER:

TREE PLANTING REPAYS STATE

By T. A. SAND, Manager
California Nursery Company.

The state-wide movement toward avenue tree planting should have the endorsement of every citizen of this great State.

Every tree planted adds to the fame of the Golden State and serves as an added attraction to the countless thousands who visit the State each year, since our good roads and automobiles have made the country much more accessible.

Among the avenue trees which are most popular in Northern and Central California, the European sycamore (platanus orientalis) is beyond question one of the best shade and avenue trees in California. The tree is perfectly hardy and cannot be injured either by heat or frost. Is practically free from any injurious insects and such pests. It is a very long lived tree and is adapted to a wide variety of soil conditions. The sycamore will thrive with very little water if it is only given the proper care in becoming established. It can be allowed to go untrained into an enormous tree or it can be pruned down into almost any form desired. It does not sucker from the roots, as some other trees do. Its shade is very dense on account of its natural compact growth.

Then there is the Lombardy poplar, a tree of very erect slender form reaching a height of 75 or 80 feet; a tree of extraordinarily rapid growth; is very seldom attacked by the borer which is generally prevalent in other varieties of poplar. The Lombardy poplar is possibly one of the most attractive avenue trees in the state, being a beautiful green throughout the entire summer, and changing to a brilliant golden color in the fall. These trees can be transplanted practi-

century declared a trespasser on the military domain of the Presidio and condemned by Secretary of War Weeks to be scrapped, is to be saved from such an untimely fate.

Word was received at Ninth Corps Area headquarters yesterday from Marbey McMahon, now in Los Angeles, that he will be in San Francisco tomorrow to claim his property and carry it across the bay to San Rafael, where it is to become a club building for the millionaire colony

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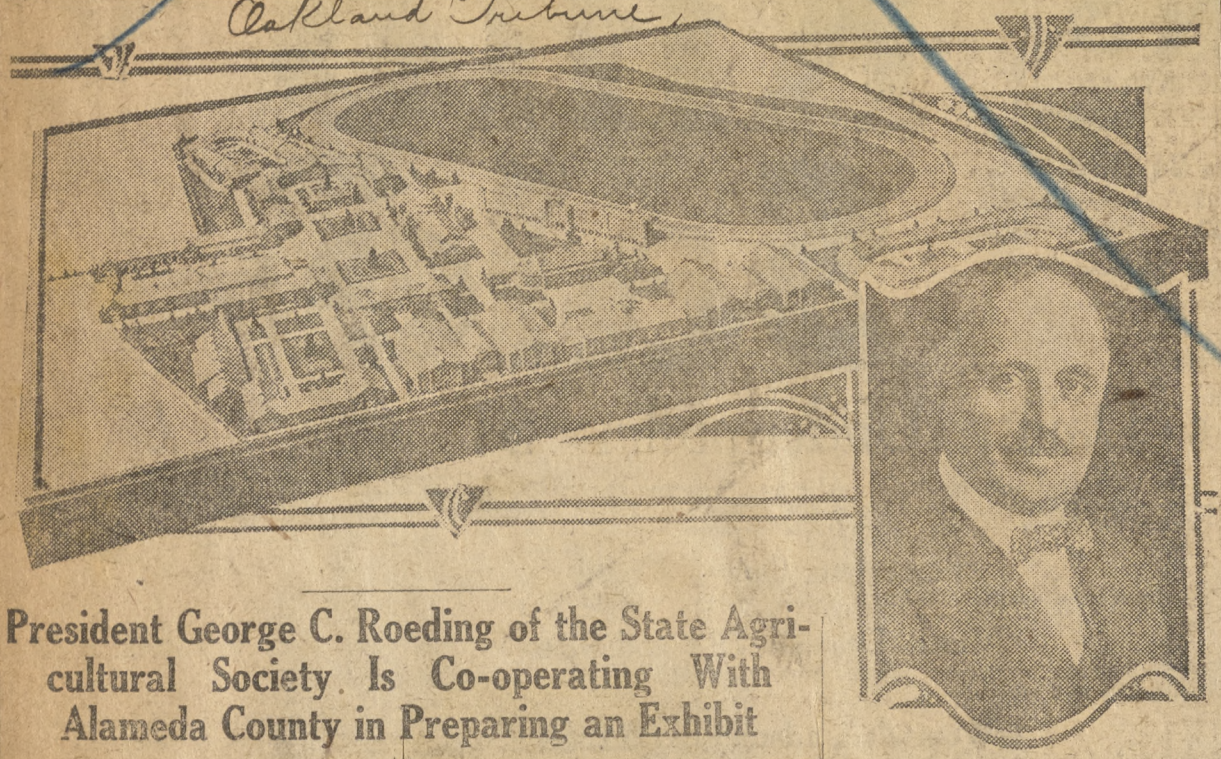

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OLDEST IN THE STATE.

Historically the California Nursery is interesting for it is the oldest institution of the kind in the state having been founded in 1865. It has always been the largest nursery in the state handling ornamental plants and shrubs, and with the addition of the Placer county fruit stock it now has the largest and most complete stock in the state.

The management is going to keep the Niles plant open to visitors from now on, and a corps of experts will be constantly on the property to give advice about garden planting. Escorts will be furnished to conduct visitors through the grounds upon application to the office.

The Roeding interests will be centered more and more in this county from now on and will make themselves a part of the development of the county. While retaining his large Fresno interests Mr. Roeding will add to those in this county and bring the California Nursery up to a point where it will cater to the great trade of the San Francisco Bay District and the Sacramento Valley.

October, 1921.

N FRANCISCO EXAMINER:

TREE PLANTING REPAYS STATE

By T. A. SAND, Manager
California Nursery Company.

The state-wide movement toward avenue tree planting should have the endorsement of every citizen of this great State.

Every tree planted adds to the fame of the Golden State and serves as an added attraction to the countless thousands who visit the State each year, since our good roads and automobiles have made the country much more accessible.

Among the avenue trees which are most popular in Northern and Central California, the European sycamore (platanus orientalis) is beyond question one of the best shade and avenue trees in California. The tree is perfectly hardy and cannot be injured either by heat or frost. Is practically free from any injurious insects and such pests. It is a very long lived tree and is adapted to a wide variety of soil conditions. The sycamore will thrive with very little water if it is only given the proper care in becoming established. It can be allowed to go untrained into an enormous tree or it can be pruned down into almost any form desired. It does not sucker from the roots, as some other trees do. Its shade is very dense on account of its natural compact growth.

Then there is the Lombardy poplar, a tree of very erect slender form reaching a height of 75 or 80 feet; a tree of extraordinarily rapid growth; is very seldom attacked by the borer which is generally prevalent in other varieties of poplar. The Lombardy poplar is possibly one of the most attractive avenue trees in the state, being a beautiful green throughout the entire summer, and changing to a brilliant golden color in the fall. These trees can be transplanted practically at any size. They suffer no injury from heat or frost.

Next in order among the poplars is the Carolina poplar, of a more spreading growth and larger leaf than the preceding. While this variety makes a beautiful avenue tree its principal value is in its dense shade.

What is more beautiful than an avenue of the stately fan palm? There are many beautiful specimens in the state often reaching a height of 60 feet, and in the vicinity of Fresno are some famous palm drives that are known throughout the state.

Palms are generally planted small and after being established make a rapid growth. Being very attractive throughout its entire life makes the palm more valuable as an ornament in all sizes. There are practically no insect pests of any kind that attack the California fan palm.

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Evergreen Trees Are Being Shipped Even Though the Season Is Backward and Little Rain Has Fallen

The shipping season has begun at the California Nursery at Niles and carloads of trees, shrubs and plants are already going to all parts of the country for parks and gardens.

The shipping season is a little backward this year because of the late autumn. At present most evergreens are being shipped, for roses and some shrubs are still in full bloom and will not be able to be moved for a week or more. Flowering shrubs and roses can not be moved until bloom has ceased, and it may be November 1 or later before this kind of shipping begins.

In the meantime, however, a great number of ornamental evergreen trees of large size are being shipped, the picture showing several carloads that went out during the past week for park purposes.

The rainfall this year is behind that of last and behind the normal, and until the first good rain comes not much will be done in the way of shipping garden plants. Garden owners, however, are making their plans for planting after the first rains come, and the nursery is preparing for a busy season.

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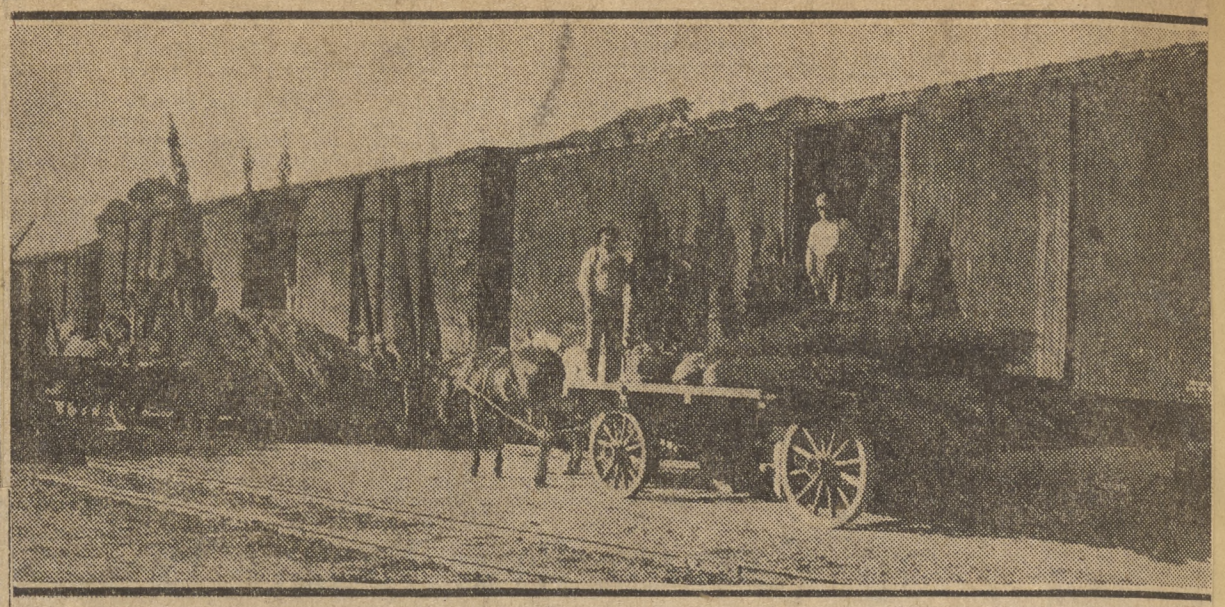
Tribune OAKLAND, CALIFORNIA, SUND

Carload Shipped From Niles



Shipping carloads of trees from the California Nursery at Niles, in this county. These trees are being sent to various parts of the state to be used for park purposes and garden decoration.

Oakland Tribune Nov. 6/19xx

Alameda County Takes Prizes in the South Competition With All of the Southern Counties

Again a local concern has proved the fertility of Alameda county to the world, in competition with Los Angeles and the adjoining counties, when the California Nursery of Niles carried off the much-coveted first prize and silver cup, besides many blue ribbon awards for an exhibit at the Los Angeles Flower Show, held during the weeks from October 20 to October 28. This is considered remarkable because of the intense competition offered by the southern counties, who are always on the alert against all competition in the fruit line, and the California Nursery is being heartily congratulated in bringing home these highly prized and much-sought-for trophies.

This splendid exhibit of fruits of Alameda county was grown in the far-famed test orchards of this old-established nursery, covering forty acres, and containing approximately one thousand varieties of all fruits in bearing. This test orchard has become notably famous, not only through the University of California, but also the Department of Agriculture at Washington, both institutions repeatedly sending to the California Nursery for testing scions and buds, and information on the many rare fruits which are being tried and tested before final distribution to the public.

In the exhibition building at Los Angeles is maintained a superb showing of specimens in wax of all the different fruits grown at Niles. Thus visitors have brought to their notice at all times the splendid fruits grown in Alameda county. In the very near future there will be installed in the office of the California Nursery Company at Niles a similar exhibit, which should be a great help to the fruit-tree buying public, as they will be able to see just what kind of fruit is borne on the trees they may select to plant.

This old established nursery, established in 1865, is the largest of its kind in the state, maintaining a large branch nursery at Loomis, California, where all the fruit trees are grown. The distintegrated granite soil there produces a very fine fibrous root system. The whole vast acreage at Niles is devoted to raising the ornamental deciduous and evergreen shrubs and trees, starting with the propagation, either by seed or cuttings, and continuing to the perfect specimens, often twenty-five feet high.

The winning of these prizes has widely advertised Alameda county horticulture.

County Wins at Los Angeles

The exhibit of the California Nursery of Niles at the Los Angeles Horticulture and Flower Show where this exhibit took the first prize and silver cup for general excellence

VOLUME XCV
Oakland Tribune
12/18/21

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The Hearst country home is one of the marvels of home construction in the country. It is located upon a rancho embracing some 150,000 acres of land, and the wonders of what the publisher is doing on that great tract have percolated to the outside from the few that are allowed to view the progress of the work. Hearst is spending unlimited amounts of money in the construction of a great home surrounded by many "cottages," any one of which would be a mansion in a city.

The grounds are to be the most wonderful that skill and money can produce. A vast amount of art work is being done building Roman pools, terraces, and walks. In the midst of these will be the gardens, and these are to be filled with every kind of tree, plant and shrub that can be grown. These gardens are to be planted with ornamentals grown in Alameda county, and the great California Nursery at Niles has been searched from one corner to another for rare and beautiful plants.

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Livermore, California
THURSDAY, DECEMBER 29, 1921

NEW HEARST RANCH IS DEVELOPING FAST

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In San Luis Obispo County is Ideal Home Place—Shrubs Bought from Nursery at Niles

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Roeding and Sheehan are of the opinion that it is possible to ship fruit to the Eastern cities in this way and are taking steps to begin this method of transporting California's fruit crop by refrigerator steamship next season.

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Evergre...

"Restrictive Zoning for Residence Districts" is the subject for discussion at next Wednesday's general membership luncheon meeting of the Oakland Real Estate Board at Hotel Oakland. City Attorney Leon E. Gray is to be the speaker and his address is to be followed by a general discussion of the subject. All

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Oct 22/1921 - Tribune

OAKLAND, CALIFORNIA, SUND...

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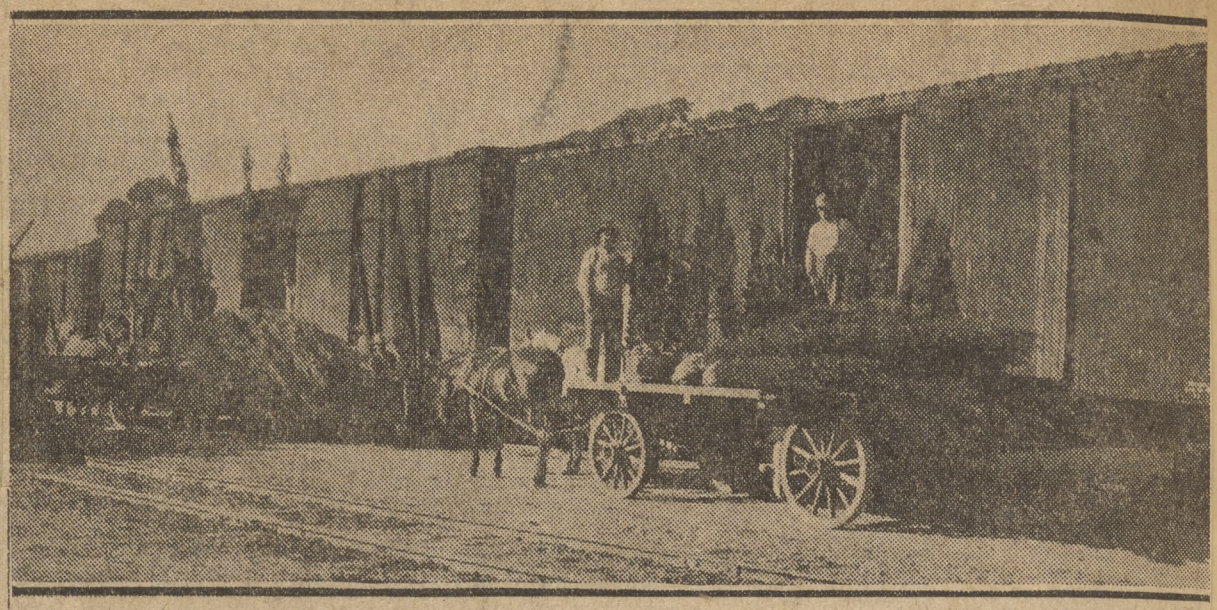

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—CENSUS—

19...	1914	Per Cent of Increase 1914-1919
593	573	3.5
26,736	9,713	175.3
643	579	11.1
2,726	1,428	90.9
23,367	7,705	203.2
50,882	18,950	168.5

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Oakland Tribune Nov. 6/1921

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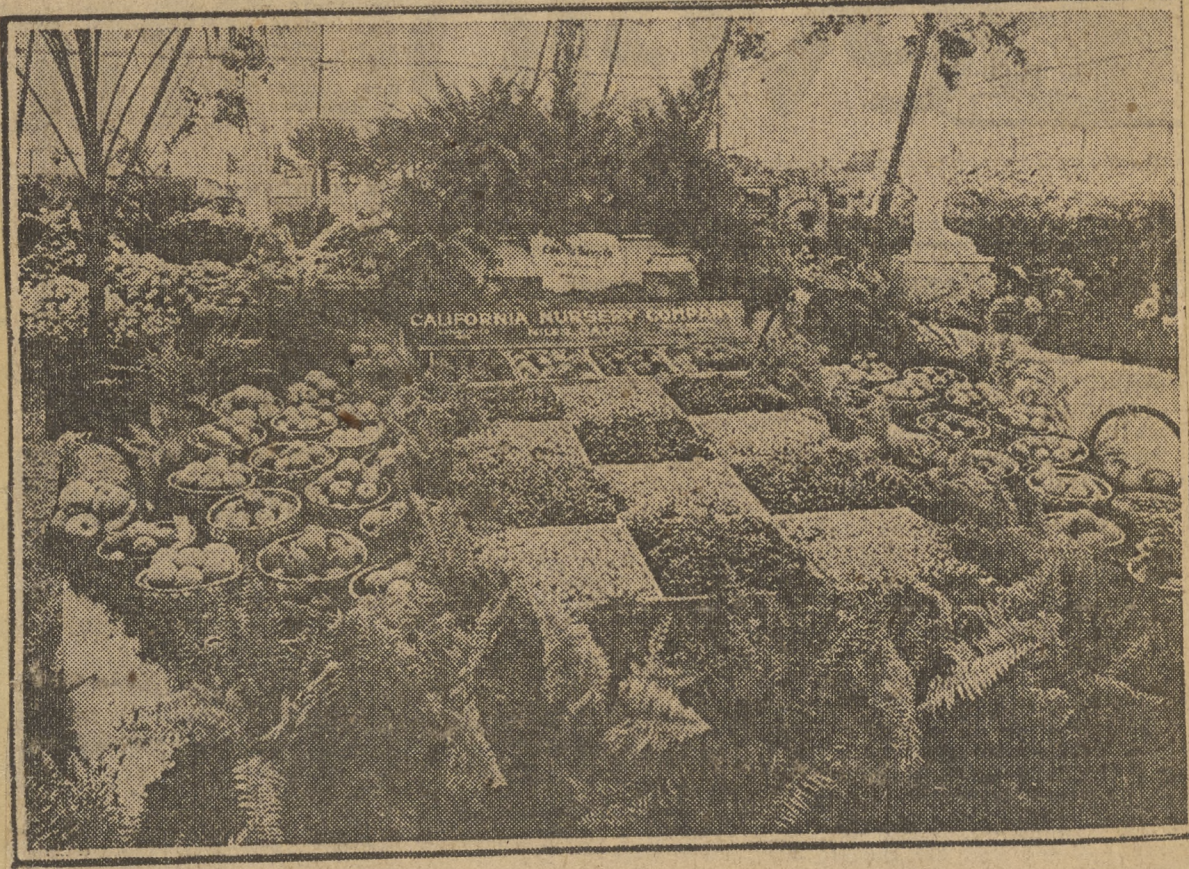

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Shipping Trees and Shrubs From Niles

Views showing the methods used in shipping ornamental shrubs and fruit trees from the California Nursery at Niles in Alameda County. One picture shows fancy shrubs, running in size up to big trees, balled and ready for shipment. The other picture shows the process of packing the plants.

The California Nursery Is Becoming One of the Big Factors in the Development of Alameda County

The California Nursery at Niles has done the largest business in its history during the present season. This old established institution, the oldest and largest nursery in the state, has always been an important factor in the horticultural and agricultural development of Alameda county, and has become doubly important to this section under its reorganized management and the general supervision of George C. Roeding.

Never before in the long history of the institution has there been so much shipping of nursery stock of all kinds. The railroad records of the station of Niles show a great increase over past records, due both to the demand for fruit trees and the demand for large ornamentals. Shipments of this kind are handled by rail and all during the season strings of freight cars have been kept at Niles for this service.

Smaller local deliveries are made by an elaborate truck delivery system maintained by the nursery company. In this way shipments of ornamental shrubs for the gardens of Oakland and fruit trees for the fruit districts of Alameda, Santa Clara and Contra Costa counties are handled.

The nursery company has also developed during the present year a system of sales to purchasers right on the grounds. The new lat house, or sales department, on the state highway was completed during the early part of this season, and has proved very attractive to buyers who wished to select plants and shrubs for their gardens themselves. This is a very large structure and a complete line of the products of the nursery, both of fruit and ornamental trees, is kept for display and sale. These shrubs and trees are kept potted or balled and ready to be taken away by the purchasers. This system enables the purchasers to see just what they are purchasing and to realize just what they are getting, and has proved one of the popular innovations that have been installed.

A large amount of money has been spent this season in putting the plant in the best of shape and new plots of ground are being cleaned up and prepared for additional planting and propagation. The management proposes to go into propagation in a most elaborate manner during this year and the already wide line of trees, shrubs and plants is being constantly added to. The California Nursery has some of the more rare plants in the United States and this branch of the nursery work is being developed.

As the Eastbay district grows and new homes are built there is a demand for shrubs and plants for the beautification of gardens. Every home that is built in the San Francisco bay district means a purchaser for garden goods, and this growing demand is being met by elaborate plans for new propagation to extend through the present year.

The California Nursery is being put in more beautiful condition than ever in its history. The grounds, which were, under the old management, closed to visitors, now welcome all who are drawn there, even

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Nursery at Niles Completes Its Equipment

Oakland Tribune, Feb. 26/1922.

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Above shows the gigantic beds for storing young fruit trees. These beds carry from a quarter of a million trees up, and when this photograph was taken there were not less than that number in the beds. These trees are shipped half way around the world to countries that are experimenting with raising California fruit. Shipments can be made almost any distance with careful packing. The lower picture shows the shipment of 10,000 pear trees to the ranch of J. Y. Eccleston of Oakland, in the Napa valley. One of these great bales contains thousands of trees. The trees are packed in damp sawdust and moss wrapped in tule reeds and are carried safely by rail or water.

Plant for Handling Fruit Trees in Quantity Is Added.

Alameda county has become the distributing point for young fruit trees for the first time in its history, for the California nursery at Niles has added to its other lines a complete fruit tree department that can handle orders in any quantity. While the California nursery is the oldest nursery in the state and has the largest acreage of any nursery in the state, it has been best known for its ornamental plants and shrubs. The fruit tree business of this old-established institution has been confined to extremely rare and choice varieties and these only in comparatively small quantities. Any large order would have been filled from the outside.

Since the reorganization of the California nursery under George C. Roeding great changes have been made at Niles and the Californonia nursery has become the most complete in the state. This winter a complete fruit tree department has been added, making the old nursery not only the oldest and the largest, but the most completely equipped in the state. The great amount of work that has been done at Niles and the enlargement of the operations of the company under the general charge of Mr. Roeding will make Alameda county the greatest nursery center in the state.

In the reorganization of the California Nursery Company and the enlargement of its scope of operations, Mr. Roeding purchased the Placer County Nursery at Loomis, in that county, and transferred it to the control of the California Nursery Company. This gave the California Nursery Company one of the finest fruit tree nurseries in the state. As the California company already possessed the finest nursery of ornamentals this addition made the equipment complete.

The next move was to establish at Niles a department for the handling of the fruit tree stock. This meant the construction of beds for carrying stock and methods for its display to customers and for its proper care and shipment.

This was done by taking a space almost the size of two city blocks of land. Beds were laid out and equipment installed for keeping the roots of the young trees moist and protected from injury. Then large quantities of young trees were shipped from the Placer county nursery and installed at Niles, and there has been carried all winter a stock of from a quarter of a million young trees up to half a million.

A small display bed has been built at the entrance, where those who wish just a few trees for their back yard can buy what they need in retail quantities.

Big orders are filled from the big beds.

The demand for fruit trees has been very great this year. Many orchards have been set out and orders of from 5000 to 15,000 lots have been numerous at Niles.

These orders come from all parts of the coast and even from across the Pacific ocean. Shipments have been made as far away as India, and shipments to Central and South American countries are frequent.

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Shipping of fruit trees has been brought to great perfection and trees, shrubs and plants are now packed so that they can withstand long voyages and retain their moisture to the end, and so that they can withstand changes in temperature, which are just as dangerous to young trees as lack of water. These difficulties have been overcome by scientific packing.

This development at Niles means much to Alameda county, because it will center a trade here that is of great advertising value to the county as a whole. The fact that this great nursery finds the proper soil and climatic conditions in Alameda county is an advertisement for the county, the value of which is very great.

Shipping Trees and Shrubs From Niles

Views showing the methods used in shipping ornamental shrubs and fruit trees from the California Nursery at Niles in Alameda County. One picture shows fancy shrubs, running in size up to big trees, balled and ready for shipment. The other picture shows the process of packing the plants.

The California Nursery Is Becoming One of the Big Factors in the Development of Alameda County

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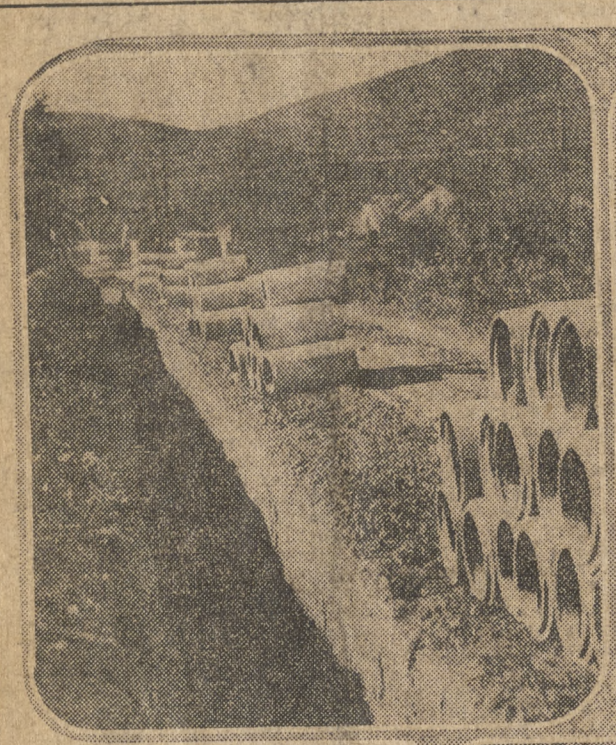
OAKLAND, CALIFORNIA, SUNDAY, JULY 9, 1922. Tribune

California Nursery Installs Scientific Irrigation System



Modern concrete sub-irrigating system is being installed at the California Nursery at Niles.

Oldest Nursery in the State Preparing for a Busy Year.

The California Nursery is installing the most modern sub-irrigation plant in the state at its plant at Niles in this county. This is a system of concrete pipes and is intended to be permanent in every respect and is the last word in the application of scientific principles to sub-irrigation in nursery work. The new system is a remarkable departure from the old methods of wooden flume construction.

Two seasons ago the development and improvement of the California Nursery began in earnest. Already the largest nursery in the state, if not in the country, in point of acreage and of variety of ornamental plants and shrubs produced, it was determined to build up the fruit tree industry in addition to the business in ornamentals and put the oldest nursery in the state in a position to handle anything and everything in the nursery line.

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Then there came a proof of the old adage that it is an ill wind that blows nobody any good. The wind and frost that struck the citrus belt of Southern California did damage to more than the orange crop. Most of the great and wonderful gardens of Southern California suffered from the frost as well as the citrus fruits. The owners of these gardens were determined to replace what they had lost from the frost and there was no place that could supply the great variety of rare shrubs and plants needed except the California Nursery.

Southern California took almost all of the ornamental stock of the Niles plant and even today large shipments of ornamentals are going south to fill up the gaps in the big gardens caused by that freeze. It was certainly an ill frost that did nobody any good and that frost placed thousands of dollars worth of orders with the nursery at Niles.

For the last two seasons the retailing of plants and shrubs to visitors has been developed until there are today hundreds and even thousands of customers who visit Niles every season and buy what they want in the new lath houses that have been built for showroom purposes.

The full season is practically over, though ornamentals are bought the year around. With the closing of the very active season the development of the property to meet the demands of next season has begun. Large propagating operations are in progress even now. Thousands of new plants are being set out, and by next fall the enormous stock of ornamentals will have been brought to a higher state of perfection than ever before.

In order to do this work it was found nevessary to put in a complete sub-irrigation system. An old flume system, several miles in length, has served since the establishment of the nursery in the sixties. The California Nursery possesses the most valuable water rights from the Alameda creek that flows through the property. It has always retained these water rights and it now proposes to uitilize them. The old flume system is being replaced by a modern, concrete pipe system of eight and ten-inch pipe.

The two first units are new being installed. One will carry water to the experimental test orchard where the fruit trees are budded, and the other will perform a similar service for the many acres of ornamentals that have been lined out. Gradually the entire nursery will be irrigated by this system. It is a big piece of work and will take practically all summer to complete, but when finished it will be the finest piece of work of its kind in the state.

MUCH SUMMER ACTIVITY AT THE NILES NURSERY

Oakland Tribune
aug 27-1922.

While the sales season at any nursery is during the winter months, a nursery, to be prepared, must do a great deal of preparatory work during the summer months. The California Nursery at Niles has been working ever since last spring in anticipation of a heavy season this fall.

The new irrigation system, which was started last spring, is now almost completed. The old wooden system that has served for forty years has now been entirely replaced by concrete pipes, culverts and flumes. The cost of this work has been heavy. The nursery owns extremely valuable water rights from Alameda creek, and to utilize these water rights to the full an elaborate system of pipes and flumes has been con-

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NILES, CAL., TOWNSHIP
REGISTER—255
SEPTEMBER 7, 1922

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A part of this system was made necessary by the development of the test orchard at Niles. The California Nursery has long been known for its ornamentals, and garden shrubs and trees. For the last few years George C. Roeding has been devoting some of his energies to developing the fruit tree business of the nursery and to improving the test orchard. From now on the fruit tree business of the nursery is to be made more and more important.

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However, one season of hard work will do much toward building up the stocks, and the management has been working hard this year to put themselves in a position to meet the demand. The nursery has built up a heavy trade each fall and winter from garden lovers who visit Niles in their automobiles and make purchases direct. An unusually heavy trade is expected this year.

MODESTO, CAL. NEWS
AUGUST 23, 1922

LARGE NURSERY WILL OPEN MODESTO BRANCH

The California Nursery Company at Niles has purchased the Tuolumne Nursery from M. L. Dow, located one mile out the Paradise road. It has been rumored for some time that the California Nursery Company had purchased the Tuolumne Nursery but the deal was not actually closed until yesterday.

The California Nursery Company was established in 1865 and is one of the largest and best known nurseries in the state. It will open a yard in Modesto the coming winter and will handle everything that grows in the fruit and ornamental line. Mr. Dow will have charge of the Modesto branch. He will be of great assistance to the customers, as he is not only a nurseryman but has had years of experience as an orchardist.

OAKLAND MEN PURCHASE 16 ACRES FOR APRICOTS

Modesto Irrigator Sept 8-1922

Mr. A. J. Vallade and Mr. Shafer, both of Oakland, have purchased 16 acres one and one half miles east of Empire, on the Waterford road, and have placed an order with the California Nursery company, through their local representative, M. L. Dow, for apricot and peach trees. They will look forward for a great future for Modesto. Also Mr. A. J. Hocey has placed an order with the California Nursery company for Tilton apricots to plant ten acres of his ranch located on Pauline avenue. Mr. Hockey has very choice apricot land.

ALAMEDA GETS ATTENTION AT STATE EXHIBIT

Oakland Tribune
Sept. 10-1922.

Remarkable Showing Made By California Nursery Test Orchard

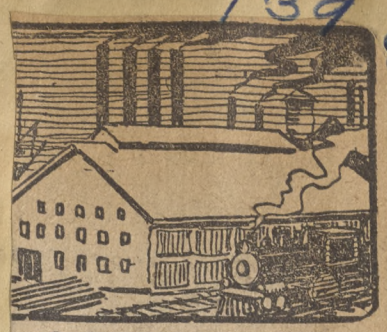
SACRAMENTO, Sept. 9.—The exhibit made by Alameda County and the State Fair possesses a strong attraction for horticulturists from the fact that its fruit display consists of no less than 67 varieties, embracing many kinds of apples, pears, quinces, peaches, apricots, plums, prunes, cherries, etc., all of which give tangible evidence of the care and intelligence expressed by our foremost plantsmen in the selection of commercial varieties of fruit. This varied and interesting collection was all harvested from the test orchards of the California Nursery Company at Niles, and donated as a feature of this county's advantages as a fruit growing section by George C. Roeding. This test orchard comprises some 40 acres of land, and consists of over 500 varieties of fruit, as follows: 120 varieties of pears, 100 of apples, 75 of peaches, 75 of plums and prunes, 65 of cherries, 30 of apricots, 30 of figs (the original plantings covered 150 varieties of this fruit, the largest collection at that time in the United States; many of the trees in the original planting having been transferred to the United States Plant Gardens at Chico, where they are now growing); 24 of walnuts, 20 of olives, 20 of chestnuts, 20 of almonds, 16 of filberts, 16 of quinces, 6 of nectarines, 10 of persimmons, 20 of pomegranates, 4 of medlars, 6 of loquats and 25 of grapes, including resistant vines.

About thirty acres of this remarkable orchard were planted some forty odd years ago; the remaining acreage represents plantings made some twenty-five years later, hence it will be seen that the behavior of each variety of tree and vine represented has become quite well established, and that the economic values of the many kinds of fruits represented for various purposes are also pretty well understood.

This test orchard at Niles can be said to constitute a monument to the initiative, vision and judgment of John Rock, the founder of the California Nursery Company, who from 1865 to 1904, the year of his death, was California's foremost plantsman; a man who by reason of his achievements in the introduction of foreign varieties of fruit trees and ornamental plants did more for the exploitation of economic and ornamental horticulture in California than any other one person of his time. To appreciate its values and significance to Alameda County, it will be necessary to recall the prevailing conditions at the time of its inception.

The period of California's commercial orchard and vineyard development may be said to have had its beginnings when the first transcontinental railroad became an established fact and up to about 1900, when various cultural and marketing problems had been successfully mastered. During the earlier portions of this period, from about 1872 to 1895, California witnessed a feverish activity in fruit tree planting. No one knew definitely just what kinds and varieties of fruit and fruit products would ultimately prove profitable, either from a grower's point of view, nor fro mthe marketing end, nor as a fresh product, dried or processed. Realizing the situation, John Rock resolved to find a solution to the problem. From a plantsman's point of view, the only safe way was to plant a test orchard of all varieties that held out any promise of practical importance which in its development would eliminate the non-profitable, and finally demonstrate what sorts would stand the test of the market place for the various purposes and conditions in which our fruit products reach the ultimate consumer; but there were other factors calling for a solution, namely, the adaptability of certain kinds for particular situations of soil and climate, and their intelligent treatment. The key, however, to John Rock's ambition in planting this historic collection is forcibly expressed in the slogan "Safety First."

It was these elemental and fundamental things that attracted hundreds of fruit growers to the Alameda County Exhibit. While it is true that a comparatively small per cent of all the varieties growing in this orchard will ever attain commercial rank, it nevertheless possesses an educational value not without significance, as is shown by the fact that the State University is using it as a base for its educational and research work, and in the class room.



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OAKLAND TRIBUNE
Sept. 24. 1922 NO. 86.

INTERTST IN DAHLIAS GROWS WITH THE SHOW

Recent Exposition Causes a Demand for Beautiful Garden Plant

The dahlia has become so popular for garden bloom in this district, where garden bloom is the rule, that the big nurseries are beginning to develop the bulb. Heretofore nurserymen or enthusiastic specialists have handled the dahlia, but with the dahlia show of 1922, which was held at the Hotel Oakland last week, it is announced that the famous California Nursery at Niles has begun the development of the dahlia in its wonderful test gardens.

This is an important announcement because the California Nursery has confined itself to ornamental garden shrubs, in which line it has become the leading nursery in the West. Last year it added fruit trees to its list of growing products, and now it comes out with an announcement that dahlia will be added to its garden bloom. This marks an enlargement of the activities of this organization under George C. Roeding.

Dahlia planting does not begin until spring, the bloom of this beautiful plant being now at its height.

S.F. BULLETIN, OCT. 23, 1922

Yew Tree Is Beautiful Ornament for Garden

By George C. Roeding

PRESIDENT CALIFORNIA NURSERY COMPANY, NILES.

The yews are among the finest trees coming to us from abroad. They are of rather slow growth, attaining a height of only six or eight feet the first ten years. When twenty years old this may have increased to fifteen or eighteen feet, but the tree will continue to grow for fully a century, when it may be said to have attained its maximum development. But that is nothing against it, as its tenacity allows it to flourish for hundreds of years. For this reason yews can be used in limited quarters, in "handkerchief gardens" and home grounds. There are a number of kinds that have commercial rank in the trade, of which the following possess high merit:

The English yew (Taxus baccata) is a tree, or large shrub, native to Europe and North Africa. In habit of growth it is bushy and of comparatively slow development with somewhat green foliage. Under exceptional conditions it will eventually grow into quite a good-sized tree. Its close foliage renders it available for hedges or individual plants.

The Washington golden yew (Taxus baccata Washingtoni) is similar in habit to the English yew, only that its foliage is golden variegated. It grows bushy and in appearance is strikingly individual and handsome.

The Japanese yew (Taxes cuspidata), although rated as being distinct, is nevertheless quite similar to the Washington. The Thuyas are native to this country and Asia, all of which are mostly listed in trade catalogues under the term "Arbor Vitae." The giant arbor vitae (Thuyea gigantea) is a product of this coast and is really a handsome evergreen. No garden is quite complete without some of the leading sorts. The color scheme in foliage gives an added effect.

OAKLAND, CALIFORNIA, SUNDAY, JULY 9, 1922. Tribune

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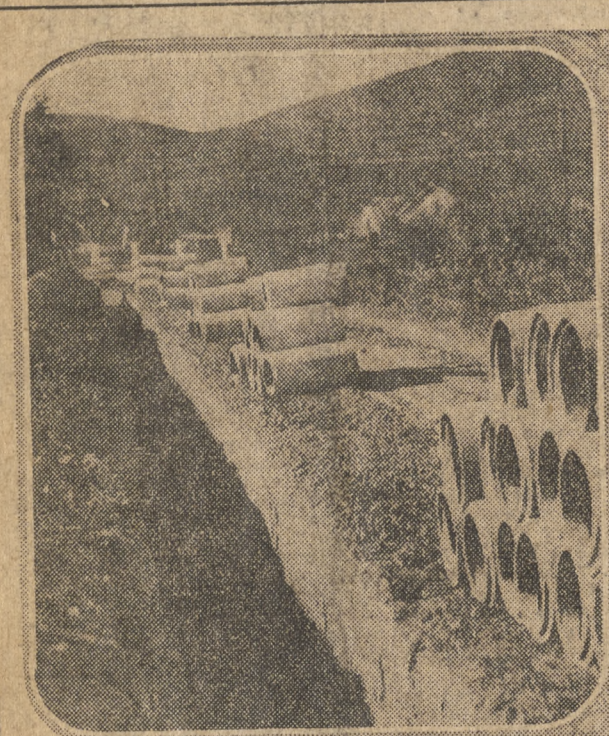

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For the last two seasons the retailing of plants and shrubs to visitors has been developed until there are today hundreds and even thousands of customers who visit Niles every season and buy what they want in the new lath houses that have been built for showroom purposes.

The full season is practically over, though ornamentals are bought the year around. With the closing of the very active season the development of the property to meet the demands of next season has begun. Large propagating operations are in progress even now. Thousands of new plants are being set out, and by next fall the enormous stock of ornamentals will have been brought to a higher state of perfection than ever before.

In order to do this work it was found nevessary to put in a complete sub-irrigation system. An old flume system, several miles in length, has served since the establishment of the nursery in the sixties. The California Nursery possesses the most valuable water rights from the Alameda creek that flows through the property. It has always retained these water rights and it now proposes to uitilize them. The old flume system is being replaced by a modern, concrete pipe system of eight and ten-inch pipe.

The two first units are new being installed. One will carry water to the experimental test orchard where the fruit trees are budded, and the other will perform a similar service for the many acres of ornamentals that have been lined out. Gradually the entire nursery will be irrigated by this system. It is a big piece of work and will take practically all summer to complete, but when finished it will be the finest piece of work of its kind in the state.

MUCH SUMMER ACTIVITY AT THE NILES NURSERY

Oakland Tribune
aug 27-1922.

While the sales season at any nursery is during the winter months, a nursery, to be prepared, must do a great deal of preparatory work during the summer months. The California Nursery at Niles has been working ever since last spring in anticipation of a heavy season this fall.

The new irrigation system, which was started last spring, is now almost completed. The old wooden system that has served for forty years has now been entirely replaced by concrete pipes, culverts and flumes. The cost of this work has been heavy. The nursery owns extremely valuable water rights from Alameda creek, and to utilize these water rights to the full an elaborate system of pipes and flumes has been constructed. All of the new work is of concrete and permanent in its character.

A part of this system was made necessary by the development of the test orchard at Niles. The California Nursery has long been known for its ornamentals, and garden shrubs and trees. For the last few years George C. Roeding has been devoting some of his energies to developing the fruit tree business of the nursery and to improving the test orchard. From now on the fruit tree business of the nursery is to be made more and more important.

This year much has been done toward propagating new ornamentals. Large purchases during last season made such inroads upon the reserves of the nursery that a great deal of propagation has been necessary this year. The heavy frosts in the southern part of the state last winter touched the gardens of the southland to such an extent that the California Nursery

NILES, CAL., TOWNSHIP
REGISTER—255
SEPTEMBER 7, 1922

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However, one season of hard work will do much toward building up the stocks, and the management has been working hard this year to put themselves in a position to meet the demand. The nursery has built up a heavy trade each fall and winter from garden lovers who visit Niles in their automobiles and make purchases direct. An unusually heavy trade is expected this year.

MODESTO, CAL. NEWS
AUGUST 23, 1922

LARGE NURSERY WILL ...ANCH

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...mpany was established in 1865 and is one of the largest and best known nurseries in the state. It will open a yard in Modesto the coming winter and will handle everything that grows in the fruit and ornamental line. Mr. Dow will have charge of the Modesto branch. He will be of great assistance to the customers, as he is not only a nurseryman but has had years of experience as an orchardist.

OAKLAND MEN PURCHASE 16 ACRES FOR APRICOTS

Modesto News Sept 8 1922

Mr. A. J. Vallade and Mr. Shafer, both of Oakland, have purchased 16 acres one and one half miles east of Empire, on the Waterford road, and have placed an order with the California Nursery company, through their local representative, M. L. Dow, for apricot and peach trees. They will look forward for a great future for Modesto. Also Mr. A. J. Hocey has placed an order with the California Nursery company for Tilton apricots to plant ten acres of his ranch located on Pauline avenue. Mr. Hockey has very choice apricot land.

ALAMEDA GETS ATTENTION AT STATE EXHIBIT

Oakland Tribune
Sept. 10-1922.

Remarkable Showing Made By California Nursery Test Orchard

SACRAMENTO, Sept. 9.—The exhibit made by Alameda County and the State Fair possesses a strong attraction for horticulturists from the fact that its fruit display consists of no less than 67 varieties, embracing many kinds of apples, pears, quinces, peaches, apricots, plums, prunes, cherries, etc., all of which give tangible evidence of the care and intelligence expressed by our foremost plantsmen in the selection of commercial varieties of fruit. This varied and interesting collection was all harvested from the test orchards of the California Nursery Company at Niles, and donated as a feature of this county's advantages as a fruit growing section by George C. Roeding. This test orchard comprises some 40 acres of land, and consists of over 500 varieties of fruit, as follows: 120 varieties of pears, 100 of apples, 75 of peaches, 75 of plums and prunes, 65 of cherries, 30 of apricots, 30 of figs (the original plantings covered 150 varieties of this fruit, the largest collection at that time in the United States; many of the trees in the original planting having been transferred to the United States Plant Gardens at Chico, where they are now growing); 24 of walnuts, 20 of olives, 20 of chestnuts, 20 of almonds, 16 of filberts, 16 of quinces, 6 of nectarines, 10 of persimmons, 20 of pomegranates, ... of medlars, 6 of loquats and 25 of grapes, including resistant vines.

About thirty acres of this remarkable orchard were planted some forty odd years ago; the remaining acreage represents plantings made some twenty-five years later, hence it will be seen that the behavior of each variety of tree and vine represented has become quite well established, and that the economic values of the many kinds of fruits represented for various purposes are also pretty well understood.

This test orchard at Niles can be said to constitute a monument to the initiative, vision and judgment of John Rock, the founder of the California Nursery Company, who from 1865 to 1904, the year of his death, was California's foremost plantsman; a man who by reason of his achievements in the introduction of foreign varieties of fruit trees and ornamental plants did more for the exploitation of economic and ornamental horticulture in California than any other one person of his time. To appreciate its values and significance to Alameda County, it will be necessary to recall the prevailing conditions at the time of its inception.

The period of California's commercial orchard and vineyard development may be said to have had its beginnings when the first transcontinental railroad became an established fact and up to about 1900, when various cultural and marketing problems had been successfully mastered. During the earlier portions of this period, from about 1872 to 1895, California witnessed a feverish activity in fruit tree planting. No one knew definitely just what kinds and varieties of fruit and fruit products would ultimately prove profitable, either from a grower's point of view, nor fro mthe marketing end, nor as a fresh product, dried or processed. Realizing the situation, John Rock resolved to find a solution to the problem. From a plantsman's point of view, the only safe way was to plant a test orchard of all varieties that held out any promise of practical importance which in its development would eliminate the non-profitable, and finally demonstrate what sorts would stand the test of the market place for the various purposes and conditions in which our fruit products reach the ultimate consumer; but there were other factors calling for a solution, namely, the adaptability of certain kinds for particular situations of soil and climate, and their intelligent treatment. The key, however, to John Rock's ambition in planting this historic collection is forcibly expressed in the slogan "Safety First."

It was these elemental and fundamental things that attracted hundreds of fruit growers to the Alameda County Exhibit. While it is true that a comparatively small per cent of all the varieties growing in this orchard will ever attain commercial rank, it nevertheless possesses an educational value not without significance, as is shown by the fact that the State University is using it as a base for its educational and research work, and in the class room.

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OAKLAND TRIBUNE
Sept. 24. 1922 NO. 86.

INTERTST IN DAHLIAS GROWS WITH THE SHOW

Recent Exposition Causes a Demand for Beautiful Garden Plant

The dahlia has become so popular for garden bloom in this district, where garden bloom is the rule, that the big nurseries are beginning to develop the bulb. Heretofore nurserymen or enthusiastic specialists have handled the dahlia, but with the dahlia show of 1922, which was held at the Hotel Oakland last week, it is announced that the famous California Nursery at Niles has begun the development of the dahlia in its wonderful test gardens.

This is an important announcement because the California Nursery has confined itself to ornamental garden shrubs, in which line it has become the leading nursery in the West. Last year it added fruit trees to its list of growing products, and now it comes out with an announcement that dahlia will be added to its garden bloom. This marks an enlargement of the activities of this organization under George C. Roeding.

Dahlia planting does not begin until spring, the bloom of this beautiful plant being now at its height.

S.F. BULLETIN, OCT. 23, 1922

Yew Tree Is Beautiful Ornament for Garden

By George C. Roeding

PRESIDENT CALIFORNIA NURSERY COMPANY, NILES.

The yews are among the finest trees coming to us from abroad. They are of rather slow growth, attaining a height of only six or eight feet the first ten years. When twenty years old this may have increased to fifteen or eighteen feet, but the tree will continue to grow for fully a century, when it may be said to have attained its maximum development. But that is nothing against it, as its tenacity allows it to flourish for hundreds of years. For this reason yews can be used in limited quarters, in "handkerchief gardens" and home grounds. There are a number of kinds that have commercial rank in the trade, of which the following possess high merit:

The English yew (Taxus baccata) is a tree, or large shrub, native to Europe and North Africa. In habit of growth it is bushy and of comparatively slow development with somewhat green foliage. Under exceptional conditions it will eventually grow into quite a good-sized tree. Its close foliage renders it available for hedges or individual plants.

The Washington golden yew (Taxus baccata Washingtoni) is similar in habit to the English yew, only that its foliage is golden variegated. It grows bushy and in appearance is strikingly individual and handsome.

The Japanese yew (Taxes cuspidata), although rated as being distinct, is nevertheless quite similar to the Washington. The Thuyas are native to this country and Asia, all of which are mostly listed in trade catalogues under the term "Arbor Vitae." The giant arbor vitae (Thuyea gigantea) is a product of this coast and is really a handsome evergreen. No garden is quite complete without some of the leading sorts. The color scheme in foliage gives an added effect.

OCTOBER 22, 1922 Oakland Tribune

EUCALYPTUS AND THE ACACIA BOTH THRIVE IN CALIFORNIA ORIGINALLY FROM AUSTRALIA

By GEORGE C. ROEDING.

President California Nursery, Niles, Calif.

California certainly owes a debt of gratitude to Australia, Tasmania and New Zealand for the introduction and state-wide establishment on our soil of those two magnificent groups or families of trees and schrubs, the acacias and eucalypts. Though each consists of many varieties, nearly all have been exploited only to find conditions to their liking in our soils and climate. Of this vast number of different kinds many have assumed a commercial rank. either as features in the literature of commercial plantsmen or for their economic properties in the arts and manufactures. In addition to this, many of them possess a value as ornamental features in public and private grounds and as street and avenue trees throughout the state. It is almost safe to assert that there are more acacia and eucalyptus trees growing in California than there are of all other exotics combined and that there is scarcely a city or suburban home, farm or country estate that does not enjoy the beauty and shade of some one variety. That of itslf voices their popularity and wide geographical distribution.

In previous articles the use of the conifers has been briefly referred to, which by reason of diversity in our home ground tree planting naturally suggests those with broad leaves, of which there are indeed many species and kinds. In taking up the somewhat extensive acacias and eucalypts it will only be possible to speak of a few of the more desirable sorts in each group. The acacias are not only desirable for their beauty of form and foliage, but also for their beautiful blossoms and profuse flowering characteristics.

The silver wattle (acacia dealbata) is a handsome acquisition to any home grounds, which commands consideration for its luxuriant blooming qualities, the flowers appearing in late winter and early spring, which are a clear yellow in color, borne in clustered racemes, and very fragrant; the foliage in form is feathery, varying from a vivid green to a silvery tinge. In its native habit it attains a height of 150 feet, hence under even ordinary conditions it will develop into a tree of some dimensions, a fact which calls for consideration in its use for garden purposes.

Another variety that possesses sterling qualities is acacia baileyana, which is a rather rapid grower, with finely divided feathery leaves intensely glaucous throughout the entire year. Like the preceding, the flowers are borne in racemes in great profusion and are of a deep yellow or orange in color. A really magnificent feature when placed in a proper environment.

The blackwood tree (acacia melanolyon) adapts itself admirably to sidewalk and roadside planting as well as in groups or as a single specimen. In its native habitat it attains a height of 80 feet, and its wood possesses considerable value in the manufacture of furniture and other purposes; the bark yields an analysis of about 20 per cent tannin. In habit of growth it is erect and pyramidal, forming a well-shaped and rather globular head; flowers are light yellow; leaves large and oblong. One of the best for boulevard plantings.

RADICAL IMPROVEMENT AT STATE FAIR

Pacific Rural Press, September 30, 1922

The wonderful spirit of friendly rivalry and co-operation between the thirty-odd counties exhibiting at the State Fair this year was commended with heartfelt emphasis by Geo. C. Roeding, one of the State Fair directors, at a meeting of exhibitors and judges held September 7. Mr. Roeding went on to outline one of his dreams for a rather radical departure in the system of State Fair exhibits. We have here this year three associations of counties putting up fine displays where no one of them felt able to do so alone.

The Northern California Counties Association, consisting of Shasta, Lassen, Siskiyou, Modoc, and Trinity counties are the pioneers this way, and they have consistently built up better exhibits each year. Mendocino showed alone last year and was unusually successful for a county of its nature and newness at the State Fair. This year she came back with a whole flock of her sister counties, the number of whom was appropriately suggestive of the nationally recognized flocks in one of them. With Mendocino this year come Humboldt, Del Norte, Lake, Napa, Sonoma, and Marin. Riverside showed alone last year; but brought back to the present State Fair her sister counties of San Bernardino and Orange.

Who can think to measure the good that will come from these associations in a common cause. Its influence will not stop with State Fair exhibits. It will reach out into any enterprises in which a community of counties can advantage by working together. And it will obliterate much ill-speaking and ill-feeling which have in the past displaced pleasant emotions in the hearts of people. Life is too short to waste it nursing ill-feelings.

Mr. Roeding contrasted the cordial harmony between counties at the 1922 State Fair with the bitterness that constantly made visitors at the St. Louis and Chicago world fairs wonder what kind of an aggregation of hyenas California contained. Each one emphasized the alkali or drouth or hardpan of the other; and made visitors wonder if after all, California as a whole was such a paradise as we know it is.

He proceeded to outline his dream. Some time, the county exhibits will be eliminated, and California's agricultural productiveness will be given a more fitting representation by massing the raisins all together, the alfalfa all together, the oranges all together, the peaches all together, the prunes in one magnificent aggregation, the walnuts in another, the beans in another, and so on. Each district excelling in grain sorghums would join all the others in one exhibit of grain sorghums, but each would label its own products and compete as keenly for the honors as now. Only the trained advertising man or psychologist realizes the impression such massed exhibits would make on fair visitors and those who read about the fair. It is a magnificent possibility.

S.F. Call-Oct. 25, 1922

ESCALLONIA IS EASILY GROWN

George C. Roeding, president of the California Nursery Company of Niles, is authority for the statement that the Escallonia, an evergreen shrub, is of the highest value in the adornment of home gardens. It is easily grown, free growing, compact and adapted for hedges and groups. It may be transplanted readily.

Fresno Republican Oct. 26, 1922

TOURIST CAMP GROUND RULED OUT OF PARK

Violates Terms of Gift, George Roeding Tells Commission

Disregarding the plea of the Fresno County Chamber of Commerce, the park commission meeting yesterday refused to permit any improvements to be made in the automobile tourist camp in Roeding park. The life of the present camp was limited to the nine months.

Calling attention to the deed through which he gave that park to the city of Fresno, George C. Roeding said that a clause inserted therein prevented the park from being used for anything other than for park or boulevard purposes. Violation of the contract would cause the park to revert to the donor, Roeding warned.

The giving of nine months grace to the city permitting the park to be used as a camp ground site was done to enable them to appropriate funds from next years' budget which is made up in July to purchase a new site, it was said. Should a satisfactory site be found in the interim, it could be placed under option, it was said.

PLAN IMPROVEMENTS

Recommendations in another motion were made by the park commissioners urging the city commission to properly police the grounds in the interim and to install temporary gas facilities for cooking purposes for the convenience of the campers.

Mrs. Frank H. Short, commission member, said that a very desirable location could be found near Calwa where a large tract may be purchased for 16 thousand dollars or rented for $45 a month. This tract, she said, was sheltered with large trees and had running water piped throughout.

Commissioner C. B. Harkness expressed his belief that the members of the group should take it upon themselves to find within the next 90 days an available site for the camp grounds, admitting that the situation was placing Fresno in an embarrassing situation.

The commission accepted the plans of Coates and Traver for the building of a swimming pool in the park and recommended to the city commission that bids for construction be advertised at once. The cost of the pool should not exceed 30 thousand dollars, they agreed.

PRUNE 'SPORT' DEVELOPS INTO VALUED FRUIT

XX Saratoga Attracts Much Attention In State

Many Advantages Are Claimed For New Variety

BY GEORGE C. ROEDING

President, Fancher Creek Nurseries, Fresno.

The poet Coleridge says that "We should not be the last to discard the old nor the first to adopt the new," a trite saying that is not without its significance to intending planters. Nature is niggardly in creating new things within her laboratory; this probably accounts for the many plant novelties that are constantly being introduced, of which few ever attain specific rank, hence we are always cautious in recommending so called "new" fruits. Once in a while, however, there is a discovery which, in one or more particulars may possess a superiority over present recognized types. Among such must be classed the XX Saratoga French prune, which we have had under close observation for about six years.

ITS HISTORY

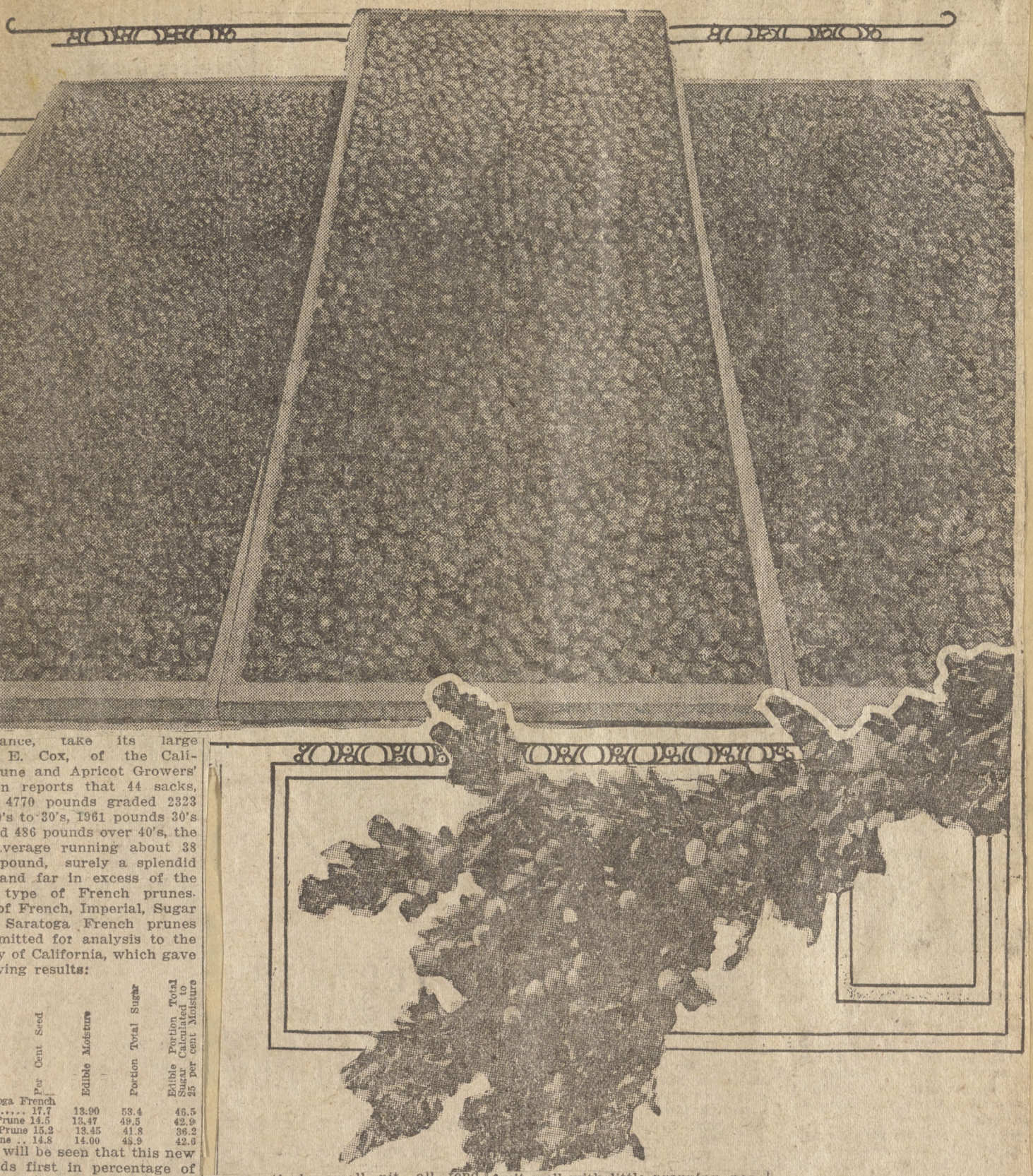
Like so many of our commercial fruits, the XX Saratoga French prune is the result of what plantsmen call a "sport," a marked variation in the French prune showing a fruit that is larger in size by reason of the consistency of its flesh possessing better drying qualities and also a better content of sugar. This proclivity to "sport" is more or less in evidence in all plant life, those sports which do not possess economic or aesthetic values (as to flowering plants) command little or no attention, because negative in character. This bud sport was first discovered in the French prune orchard of F. B. Smith, in the very heart of the prune growing area of Santa Clara county, in what is known as the Saratoga district. As pronounced are its superior qualities that budding was at once resorted to as a means to perpetuate and disseminate it. This was some eight to ten years ago, resulting in the growing of nursery trees for their planting in orchard form, many of which are now in bearing, allowing of sufficient time to study their behavior and the uniform high quality of the fruit. Orchards in both Saratoga and other districts in full bearing demonstrate beyond a question of doubt that it possesses commercial values far in excess of the type of French prune now known in California.

QUALITY OF FRUIT

It has been estimated that by reason of the large percentages of small fruits (those types grading 70-90's and 60-70's, in stead of the 40's and 40-50's) the prune industry suffers an annual loss of upwards of a million of dollars. The trees producing these small types yielded the larger sized fruits from the same acreage and the same number of trees and the same cost of labor and expenditure, the income to the prune growers would be nearly a million dollars more, or in other words, their profits would be correspondingly increased. This of itself is an important thing for intending planters to consider.

In measuring values in a new fruit or an improved type of a standard variety, its commercial importance commands first consideration. In this respect XX Saratoga French prune "measures up" from every point of view.

The X X Saratoga French prune is attracting much attention among orchardists on account of its size and the superior drying qualities claimed for it. Above, left, French prune; center, X X Saratoga French; right, Imperial; Below, note size and abundance of fruit on this new variety



an instance, take its large size. J. E. Cox, of the California Prune and Apricot Growers' association reports that 44 sacks, weighing 4770 pounds graded 2323 pounds 20's to 30's, 1961 pounds 30's to 40's and 486 pounds over 40's, the general average running about 38 to the pound, surely a splendid showing and far in excess of the ordinary type of French prunes. Samples of French, Imperial, Sugar and XX Saratoga French prunes were submitted for analysis to the University of California, which gave the following results:

Sample	Per Cent Seed	Edible Moisture	Portion Total Sugar	Edible Portion Total Sugar Calculated to 25 per cent Moisture
1 XX Saratoga French Prune	17.7	13.90	53.4	46.5
2 French Prune	14.5	13.47	49.5	42.9
3 Imperial Prune	15.2	13.45	41.8	36.2
4 Sugar Prune ..	14.8	14.00	48.9	42.6

Thus it will be seen that this new type stands first in percentage of sugar, flesh and nutritive values. It is pertinent to record that all these samples were taken at random from orchards in the Saratoga district.

SUPERB DRYING PRUNE

The Prune and Apricot Growers' association recommends that new plantings of prunes should average 70 per cent of the French variety and that of other sorts 30 per cent be equally divided between Robe de Sergeant, Imperial and Sugar. This of itself establishes the supremacy of the French type as a dominant commercial fruit. Since prunes are very largely sold as a cured fruit, the drying quality is a matter of first importance. It is the testimony of the Messrs Cox that the XX Saratoga prune will dry earlier than the ordinary French, and that fully one half of the crop will grade 20-30's to the pound. Certainly a big factor in its favor. The large size of the individual fruits, the meaty consistency of its pulp, the comparatively small pit, all tend to give it precedence over all other types of French prunes; its prune like and crinkly appearance when dried, its freedom from bloat, its resistance to "flatening out" while on the trays drying (the Imperial often requiring a week before being ready for shipping) its even color and its tenderness of skin (after cooking melting in the mouth without any suggestion of fibre or [illegible]in) are all considerations that give it rank as a fruit to be commended to growers and packers.

CHARCTERSITICS OF TREES

In habit of growth and behavior the trees are thrifty, with an inclination to spread; the foliage is a deeper green in color than the ordinary French type and the individual leaves much larger. The outstanding feature, however, is that the trees are unusually strong growers, excelling all other types of French prunes in this respect. The limbs and fruit bearing branches and spurs are stocky, carrying the fruit well with little propping, possessing the faculty of bearing regular crops of high quality fruit. In the light of these facts there is every reason for its increasing popularity, not only in the Santa Clara valley, but wherever prune culture has attained commercial importance. Among leading prune growers who have been immeasurably successful with it may be mentioned J. E. Cox, F. B. Smith and Budd Cox, all of whom have orchards in full bearing in the Saratoga district, and are increasing their plantings of XX Saratoga French prunes as exigencies demand. With a reasonable familiarity with California fruits, both as a grower and a packer for nearly a third of a century, I have no hesitancy in recommending this new and better type of French prune wherever conditions of soil and climate are favorable for the culture of this fruit along commercial lines.

Describes New Prune Specie

San Jose, Cal
Mercury Herald 9/28/22

AN "XX SARATOGA FRENCH PRUNE" TR EE, A MOST PROLIFIC BEARER.

By GEORGE C. ROEDING,
President, California Nursery Company, Niles.

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The Quality of the Fruit.

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A Superb Drying Prune.

The Prune and Apricot Growers association recommends that new plantings of prunes should average 70 per cent of the French variety and that of other sorts 30 per cent be equally divided between Robe de Sergeant, Imperial and Sugar. This of itself establishes the supremecy of the French type as a dominant commercial fruit. Since prunes are very largely sold as a cured fruit, the drying quality is a matter of first importance. It is the testimony of the Messrs. Cox that the XX Saratoga prune will dry two days earlier than the ordinary French, and that full one-half of the crop will grade 20 to 30's to the pound. Certainly a big factor in its favor. The large size of the individual fruit, the meaty consistency of its pulp, the comparatively small pit, all tend to give it precedence over all other types of French prunes; its prune-like and crinkly appearance when dried, its freedom from bloat, its resistence to "flattening out" while on the trays drying (the Imperial often requiring a week before ready for dipping), its even color and its tenderness of skin (after cooking melting in the mouth without any suggestion of fibre or grain), are all considerations that gave it rank as a fruit to be commended to growers and packers.

Characteristics of the Trees.

In habit of growth and behavior the trees are thrifty, with an inclination to spread; the foliage is a deeper green in color than the ordinary French type and the individual leaves are much larger. The outstanding feature, however, is that the trees are unusually strong growers, excelling in this respect all other types of French prunes. The limbs and fruit bearing branches and spurs are stocky, carrying the fruit well with little propping, possessing the faculty of bearing regular crops of high quality fruit. In the light of these facts there is every reason for its increasing popularity, not only in the Santa Clara valley, but wherever prune culture has attained commercial importance. Among leading prune growers who have been immeasurably successful with it may be mentioned J. E. Cox, F. B. Smith, and Budd Cox, all of whom have orchards in full bearing in the Saratoga district, and are increasing their plantings of XX Saratoga French prunes as exigencies demand. With a reasonable familiarity with California fruits, both as a grower and a packer for nearly a third of a century, I have no hesitancy in recommending this new and better type of French prune wherever conditions of soil and climate are favorable for the culture of the fruit along commercial lines.

Fresno's Yesterdays

Taken From the Files of the FRESNO REPUBLICAN

MAY 13, 1918

Twenty Years Ago.

This week George C. Roeding received a consignment of Capri figs containing blastophaga, or fig wasps, sent out by the agricultural department. The Capri, or wild figs, are direct from Naples and each of the figs contained a number of the wasps. The insetcs are small being about the size of a gnat. Many of them were dead when they arrived here, but Mr. Roeding hopes that the remaining ones will multiply and thrive in this valley, as their introduction will mean much to the San Joaquin fig growers. The wasps are essential to the successful growing of Smyrna figs and occupy a peculiar field in the workings of nature. To comprehend the worth of the little insects one must understand that the Capri fig and the Smyrna fig stand in the relation of male and female to Each other. The wasps live and have their being in the figs. First the little ones come to live in the Capri fig and after sojourning in their birthplace till their wings are developed fly away to seek a home in the female or Smyrna fig. With them they carry the pollen of the male fig and fertilize the Smyrna fig while buzzing around inspecting their new surroundings. This pollen is necessary for the development of the delicious fruit of commerce. Without it the fig withers and drops to the ground before it reaches maturity. There seems to be no other way of pollenizing the fruit and the peasants of Smyrna as well as the scientific men look upon the wasps with a great deal of respect. Heretofore efforts to introduce the wasps into California will be reported to the agricultural department in Washington. In Smyrna the figs are under some of his own trees and is using every device to entice the insects from their homes into new quarters in his growing figs. If the wasps once become acclimated he believes that the genial California climate will cause them to multiply rapidly. Mr. Roeding has eighty acres in Smyrna figs; also a large number of Capri figs, affording a splendid opportunity for the experiment. His place has been selected as a station for agricultural experiments by the government and the result of the present attempt to introduce the wasps will be reported to the agricultural department in Washington. In Smyrna the figs are pollenized by gathering the Capri figs which grow wild in the hills. The clusters of the wild figs containing the wasps are placed under the Smyrna fig trees and the insects crawl out and seek a home in the growing figs on the trees. Mr. Roeding has placed his pets under a fig tree covered with canvass and hopes thereby to force them to crawl into the growing figs where they will do well. There are hundreds of the little wasps and he is watching their antics with great interest. It will be several days before he can tell whether they will take to the growing figs. If they do not the insects will die.

The Yews and Arbor Vitaes

Beautifying the Home Garden

More Plants from Far Lands

By GEORGE C. ROEDING,
President, California Nursery Company, Niles, California.

By this time the reader will have learned that Conifers occupy a large place in modern home grounds, adornment, and that in certain situations there is scarcely any other class of tree growth to take their place. Without for a moment disparaging any of the other varieties that could be mentioned, we have made reference to those of recognized merit and of which trees are available in the trade. From this point the Wews (Texus) and Arbor Vitaes (Thuya) at once make a strong appeal. The former are all exotics, native to Continental Europe, while the latter are indigenous to the Americas as well as other countries.

The Yews are indeed among the finest trees coming to us from abroad. They are of rather slow growth, attaining a height of only six or eight feet the first ten years; when twenty years old this may have increased to fifteen or eighteen feet, but the tree will continue to grow for fully a century, when it may be said to have attained its maximum development. But that is nothing against it as its tenacity allows it to flourish for hundreds of years. For this reason Yews can be used in limited quarters; in other words handkerchief gardens and home grounds. There are a number of kinds that possess commercial rank in the trade, of which the following possess high merit:

The English Yew (Texus baccata) is a tree, or large shrub, native to Europe and North Africa. In habit of growth it is bushy and of comparatively slow development with somewhat green foliage. Under exceptional conditions it will eventually grow into quite a good size tree. Its close foliage renders it available for hedges which can be clipped, and individual plants trimmed into formal effects.

The Washington Golden Yew (Texus baccata Washingtoni) is similar in habit to the English Yew, only that its foliage is golden variegated. Grows bushy and in appearance is strikingly individual and handsome.

The Japanese Yew (Taxus cuspidata) although rated as being distinct, is nevertheless quite similar to the preceding. It is claimed that it is a more rapid grower with broader and sharper pointed leaves; bark somewhat reddish.

The Thuyas are native to this country and Asia, all of which are mostly listed in trade catalogues under the terms "Arbor Vitae." The Giant Arbor Vitae (Thuya gigantea) is a native of this coast and is a really handsome evergreen, pyramidal in habit of growth when planted as a single specimen. Of Arbor Vitae there are a number of horticultural varieties all of which possess real values as ornamental shrubs or small trees. No garden is quite complete without some of the leading sorts. The color scheme in foliage gives an added effect.

Here again let me emphasize the importance of selecting plants that give promise of yielding good results in the environment they are to occupy and the soil and climatic conditions that they must endure. There can be no real growth unless these conditions are favorable to the plants selected. Nothing is here said of flowering plants nor of the broad-leaved evergreens and deciduous varieties, all of which have a place in the garden as permanent fixtures. The next group to consider will be the broad-leaved evergreens.

YEW IS GARDEN BEAUTY TREE ---ROEDING

High praise is given to the yew tree by George C. Roeding, president of the California Nursery Company, Niles, in a special article which he has prepared on the subject.

"They are among the finest trees from abroad," says Roeding, who continues as follows:

"They are of rather slow growth, attaining a height of only six or eight feet the first ten years. When twenty years old this may be increased to fifteen or eighteen feet, but the tree will continue to grow for fully a century, when it may be said to have attained its maximum development. But that is nothing against it, as its tenacity allows it to flourish for hundreds of years. For this reason yews can be used in limited quarters, in 'handkerchief gardens' and home grounds.

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NCISCO CHRONICLE, THURSDAY, OCTOBER

OCT. 26, 1922

Arouses New I

Permanent Plants Urged by Expert to Beautify Homes

By GEORGE C. ROEDING

President California Nursery Company, Niles.

The proverb says that we should do our utmost to encourage the beautiful, as the useful encourages itself. No stronger evidence of this could be supplied than that which shows a disregard for the beautification of the home grounds; particularly is this true of thousands of ranch homes in the Sacramento and San Joaquin valleys. South of the Tehachipi conditions are in some sections not so bad; but even here there is a vast field for improvement. And where some attempt has been made in plant adornment its execution has often been so faulty that much of its attractiveness and beauty has been lost. This criticism applies with equal force to the average city and country home grounds.

KNOWLEDGE IS SOLUTION

These undesirable conditions are due primarily to a want of knowledge on the subject of garden-making, not to any want of appreciation of the beautiful in plant life. Even a handkerchief garden should have a definite working plan, be it ever so simple, based on what the ultimate growth and development of the plans will reveal. If one will remember the basic lines of art, namely, height, breadth and perspective, much of the prevalent faulty planting can be avoided.

In the regions of snow and ice, where necessarily garden operations and their enjoyment are limited to a rather short period of the year, it is quite natural that garden adornment consists largely of flowering plants which have their brief season, only to again blaze forth in color masses with the advent of another summer. This, however, is not the case in California, where growing plants in great variety can be made, like Keats' thing of beauty, "a joy forever." Naturally, this greatly widens the scope of garden-making in California as compared to other regions and gives to our horticulture an individuality and a distinctiveness at once unique and of wide significance.

WIDE CHOICE OFFERED

Possibly in no direction is this more pronounced than in the wise choice afforded in the selection of permanent plants in featuring home grounds, be they small in area or of wide scope. In this respect the range of plants is almost illimitable, from those that suggest majestic dimensions to those that call to mind the inhabitants of the proverbial Japanese garden. In trees we have the palms for tropical effects; the conifers and broad-leaved evergreens; the acacias and eucalypti; in shrubs an almost endless variety, while in climbers there is something for every purpose. To even discuss briefly the vast number of species and varieties that are available is hardly possible in a short discursive skit on plants and their uses in the beautification of home grounds. We can, however refer briefly to a few of surpassing merit.

TREE IS HANDSOME

Among the conifers the Himalayan or Indian cedar (Cedrus deodaha) is indeed a handsome tree, planted either singly, in groups, or aligning a path or roadway. It is native to the Himalaya mountains, and in its native habitat attains a height of 120 feet. For small places a single specimen plant makes a striking effect in the center of a lawn. Pyramidical in outline, the branches tapering clear to the ground, all drooping gracefully the foliage decidedly glaucous certainly makes it a striking feature. It luxuriates in all sections of California. The several varieties of evergreen, Evonymus shrubs, possessing green, yellow and silver colored foliage, make them especially desirable for permanent color effects. In character of growth they vary in height from three to fifteen feet. Being of easy culture and strong in effect, they give a distinction to the garden equaled by but few other plants in permanent effects.

CYPRESS ATTRACTS

Among native California trees, the Layson cypress, or Port Orford cedar, is indeed a grand tree, and where the planting scheme admits of its presence, it certainly should have a place. It has fine drooping and slender branches, grows tall and regular, with a tip that always droops. Being pyramidical in shape, it is an attractive plant on a lawn where the space is of sufficient size to give it perspective.

ANOTHER GROWTH

In the way of shrubs, nothing gives a more striking color effect than the Lantanas, the habit of growth being rather sprawling and irregular, while the countless blossoms lend a strong and pleasing effect, interspersed with the dark-green foliage. In Lantanas there are a number of new types, with pink, yellow and orange colored blossoms, all of which are free and constant bloomers throughout the year. Placed in a proper environment, Lantanas possess a quality and an individuality that render their use in garden making almost indispensible. Being luxuriant growers, of easy culture and adapted, by reason of soil and climate requirements, to all sections of the State, their free use can be highly recommended.

Tulare County Man 1922 Named on Board

Special Dispatch to The Chronicle.

TIPTON, Oct. 31.—J. K. Macomber, Supervisor of the fifth district of Tulare county, has received a commission from Governor William D. Stephens appointing him a member of the State Board of Agriculture, to succeed Vice-President George C. Roeding of Fresno, whose term has expired. Macomber has been a resident of southern Tulare county for the past fourteen years and is interested in ranching and banking. He has displayed a marked interest in co-operative farming and was one of the organizers and first president of the Tulare County Farm Bureau. At present he is Supervisor of the fifth district of Tulare county.

TWENTY STATES REPRESENTED AT BIG UNIVERSITY FRUIT EXHIBIT

BY HENRY W. KRUCKEBERG,
Secretary California Nurserymen's Association

THERE was held at the university at Berkeley during the week of November 13, a State conference with fruit growers that was just a trifle out of the ordinary and which as such merits a word of recognition. Taking its inception some three years ago, largely as a college affair, at which were gathered specimens of all varieties of California-grown fruits for study and identification, this yearly event has rapidly grown into an annual conference of fruit growers as well as of students. As to scope, the meetings aim to exploit the economic and commercial phases of the State's basic industry, rather than its technical side, hence the discussions have to do with the problems of commerce rather than those of botany. And since the university is doing much research work in refrigeration, dehydration and the development of by-products in all lines of fruit production, and also along cultural lines, it is indeed fit that an annual conference, such as the one just held, should become, not only a mere annual feature but an institutional affair to be looked forward to with pleasure and profit by growers throughout California.

The program this year had to do chiefly with problems affecting the pear, apricot and prune industries, while the exhibits of fruits covered a larger variety than has ever been assembled at any one time in this State. In addition to fruits from California orchards, there were exhibits from twenty-one other States, covering the country from the Atlantic seaboard to the Pacific Coast. In a general way, there were displayed 105 varieties of apples, eighty-one of pears, thirty of plums and prunes, sixty-eight of grapes, sixty of nuts, twenty-five of citrus fruits, twelve of olives, twenty of dates, eight of avocados, nine of persimmons, four of quinces, seven of jujubes, besides smaller entries of figs, guavas, cherimoyas, feijoas, medlars, etc.

All told, there were approximately 350 California exhibitors, representing every section of the State. The two outstanding exhibitors were J. Leroy Nickel, an amateur plantsman of Menlo Park, who contributed twenty-one varieties of apples and forty-seven varieties of pears from his extensive private grounds, and George C. Roeding, who exhibited 126 distinct varieties of fruits and nuts from his orchards at Niles and Exeter. The awards were made by judging teams selected from high-school students throughout the State. Exhibits from the south came from such prominent plantsmen as John S. Armstrong of Ontario; C. P. Taft, Orange; J. T. Wheden, Loma Linda; R. C. Beard, Escondido; Gregg & Toll, Banning; M. W. Dula, Little Rock, and the Coachella Valley Date Growers' Association.

Display of Walnuts at University Fruit Exhibition.

VARIATIONS NOTED

It is pleasant to report that for the most part all the fruit exhibits were correctly named. When we consider the rather "mixed" nomenclature that prevails more or less with apples and pears, the stone fruits, and many other orchard products, this certainly possessed an educational value of the first importance.

Another striking feature was the variation exhibited by the same fruits grown in different localities. Usually the type was true, the difference being more in the size and coloring of the fruit. In comparison, apples and pears grown on this Coast are more highly colored than those grown east of the Coast Range of mountains; in some varieties the size was also in favor of fruits grown in our coastal regions. In so large and varied an exhibit it is almost invidious to single out single exhibits for comment and criticism, yet the fine showing of the Coachella Date Growers' Association certainly merits recognition. It displayed some twenty varieties some in the natural (bunches) state, some cured and others in commercial containers, all correctly named. It was an attractive spot for all classes of visitors. In addition to the fresh fruits, there was also a large and comprehensive display of cured and packed fruit food products.

BLIGHT DISCUSSED

The first subject that created wide discussion was pear blight control, the leading speaker being Prof. R. L. Reimers, who has devoted nearly ten years of investigational work to the subject. It was his opinion that the disease will be controlled by painting or spraying diseased trees. Even under present conditions, control is possible if growers will only act, he pointed out. Infection comes largely through root suckers and water sprouts, hence he urged that these be cut out and destroyed. In localities where there is a plentiful supply of irrigation water the blight has been kept in check by planting alfalfa in the orchard as a cover crop, which must not be removed for hay, but left on the ground either cut or uncut. This tends to reduce the growth of the trees, which renders them less susceptible to the blight; it also has a corresponding negative influence on the growth of water sprouts and root sucker development.

In reply to a question from George C. Roeding, as to the reason that the blight never attacked pear trees around San Francisco Bay and the coastal regions, Prof. Reimer said he could not specifically answer that question. He pointedly admitted, however, that in so far as his observations went, it was a fact that from British Columbia to San Diego, the blight was almost wholly absent along the coast and inland for a distance of some miles. Why it was so, he did not know, but the climatic conditions in the coastal regions were evidently inimical to the spread of the disease. In this connection, Mr. Roeding said there were pear trees forty years of age in Alameda county that had never shown evidence of blight, and that if the coastal region was immune to blight, obviously that was the place to grow pears.

Frank T. Swett, president of the Pear Growers' Association, showed progress in pear production. Two years ago the output was 379,000 boxes, which had increased to 730,000 boxes for the season just closed. On account of car shortage, it is estimated that the pear growers of the State suffered losses aggregating a million dollars on their crops this year. Consumption has been increased by means of intelligent advertising, and if growers would better the quality of their fruit, a much larger volume would find its way to the canneries and dryers. But this would not wholly remove the need for better transportation facilities when the shipping season is at its height.

TRANSPORATION PROBLEMS

Santa Fe & Slauson Ave. Phon
WESTERN PIPE
Call, Phone
STEEL TANKS, RIVETED STE

STANISLAUS GETS HUGE NURSERY PLANT

379

California Nursery Company Buys Land Near Waterford

SOIL SAID BEST

County Selected After Search of State for Location

The establishment of vast propagating and growing grounds for the production of nursery plant products on the part of the California Nursery company of Niles, which has secured a large tract of bottom land in the Waterford district from John W. Vaughn of Los Angeles was announced yesterday. The tract is 25 miles east of Modesto and is said to consist of an exceptionally fine alluvial soil for the growing of nursery stock of all kinds, with sufficient water for irrigation. It will immediately be put into condition for planting, the initial improvement calling for the erection of barns, living houses for employes, equipped with all modern conveniences, the construction of cement conduits for the economic and expeditious distribution of water for irrigation, and the usual appurtenances essential in the conduct of a large plant propagating enterprise.

It will be the policy of the company to limit its purchase of supplies and the construction of its buildings to local merchants and contractors, it was said.

Is Old Company

The California Nursery company is the oldest and largest plant growing establishment in the west It was founded in 1865 by the late John Rock, who for 50

— CORNISH at the ORG
— NEWS — TOPICS
"Western Speed"
HE SCREEN—
"Visions of the Past"
HARRISON & FRANCI
SHERRY'S
"THE GIRL FROM
GRETA, HARRY, EMMA
A QUARTET
leadlined by

DEVELOP TRACT AT WATERFORD FOR NURSERY

379

An event of more than passing moment to the future development of Stanislaus county is the establishment of vast propogating and growing grounds for the production of nursery plant products on the part of the California Nursery company of Niles, which has secured a large tract of bottom land from John W. Vaughn of Los Angeles. This is situated in the Waterford district, some 25 miles east of Modesto, and is said to consist of an exceptionally fine alluvial soil for the growing of nursery stock of all kinds, which also enjoys an abundance of water for irrigation, this tract will be immediately put into condition for planting, the initial improvement calling for the erection of barns, living houses for the employes, equipped with all modern conveniences, the construction of cement conduits for the economic and expeditious distribution of water for irrigation, and the usual appurtenances that are essential in the conduct of a large plant propagating enterprise. In this connection it is pleasant to record that it will be the policy of the company to limit its purchase of supplies and the construction of its buildings to Modesto merchants and contractors.

The California Nursery company is the oldest plant growing establishment in the west and also the largest. It was founded in 1865 by the late John Rock, ,who for 50 years was recognized as California's leading plantsman. His death occurred in 1904; in 1917 the business came into the possession Geo. C. Roeding who has added many improvements and greatly strengthened the business.

In addition to extensive grounds at Niles the company also operates a large fruit tree nursery at Loomis in Placer county. Its rapidly growing business made it expedient to increase its growing facilities; in looking over the entire state, the the best soil and climate conditions for its growing purposes were found in Stanislaus county, which naturally was the determining factor in making the selection.

In more respects than one this is an important acquisition to the industrial life of Modesto. It not only adds a large new industry to the community, but employing considerable labor it adds to the economic importance of the city. The tract it will occupy is indeed a large one and when all under cultivation, the output of orchard nursery trees and ornamental plants will run into millions, affording a reliable source of supply for its domestic and foreign plant trade.

NURSERY COMPANY BUYS MODESTO LAND

379

Alameda county's chief plant growing etsablishment, the California Nursery Company, at Niles, has found it expedient to secure additional acreage for the growing of fruit trees and vines for its ever increasing trade. In addition to its comprehensive ornamental grounds at Niles it also operates extensively at Loomis, in Placer county, in the production of fruit trees. The demands, however, for its products during the past two years have exceeded its present facilities. In view of this, it has secured a valuable tract of land in Stanislaus county, situated some twenty miles east of the city of Modesto, of exceptionally good quality, with ample water, for the growing of nursery plant products. This is to be immediately improved, the initial investments calling for large buildings to accomodate its live stock and storage requirements, living quarters for the employees, which are to be modern in construction and fitted up with all conveniences calculated to provide creature comforts, a modern system of cement conduits for irrigation purposes, and the usual appurtenances that go to the creation of a modern plant propagation establishment. Work is now in the inceptive stages and will be pushed to completion as fast as possible.

While the California Nursery Company has enjoyed a long and enviable reputation, it was not until Geo. C. Roeding came into control that it commenced to develop along broadguaged lines and evince creative energy. Possessing a background covering nearly three-quarters of a century in California horticultural endeavor, there is every reason to believe its achievements will be not only pronounced in the future, but excel those of the past.

SEASON BEGINS AT CALIFORNIA NURSERY PLANT

Retail Trade At the Niles Institution Is At Its Height.

The California Nursery at Niles has never been more busy than at the present moment and this will increase for the next three months. Shipments are being made to all parts of the state and carloads of ornamental shrubs, fruit trees and plants of all kinds are leaving the Niles depot daily.

But the largest trade that has been developed in the past few years has been the automobile retail trade. Hundreds of machines are parked daily in the grounds where the occupants inspect the great lath houses and sales rooms and carry loads of flowers and small trees away with them. This peculiar trade has been developed by the California Nursery because their stock appeals to the owners of large grounds who want to inspect their purchases before delivery. The stock of the California Nursery comprises the largest selection of ornamental shrubs and plants in the state.

Nearly everyone who owns a home owns a machine and they have chosen this means of making their purchases.

The California Nursery is today running at top capacity just serving the automobile trade which takes its purchases away.

An unusually large stock has been propagated during the past season.

THE CALIFORNIA NURSERY BUYS NEAR MODESTO

Alameda County Institution Extending Its Line of Operation.

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WATERFORD TO GET NURSERY

Development Started On Vaughn Tract

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M. L. Dow, Modesto nurseryman, is in charge as sales manager, and T. A. Sands of Niles will be manager of the nursery.

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VARIATIONS NOTED

It is pleasant to report that for the most part all the fruit exhibits were correctly named. When we consider the rather "mixed" nomenclature that prevails more or less with apples and pears, the stone fruits, and many other orchard products, this certainly possessed an educational value of the first importance.

Another striking feature was the variation exhibited by the same fruits grown in different localities. Usually the type was true, the difference being more in the size and coloring of the fruit. In comparison, apples and pears grown on this Coast are more highly colored than those grown east of the Coast Range of mountains; in some varieties the size was also in favor of fruits grown in our coastal regions. In so large and varied an exhibit it is almost invidious to single out single exhibits for comment and criticism, yet the fine showing of the Coachella Date Growers' Association certainly merits recognition. It displayed some twenty varieties some in the natural (bunches) state, some cured and others in commercial containers, all correctly named. It was an attractive spot for all classes of visitors. In addition to the fresh fruits, there was also a large and comprehensive display of cured and packed fruit food products.

BLIGHT DISCUSSED

The first subject that created wide discussion was pear blight control, the leading speaker being Prof. R. L. Reimers, who has devoted nearly ten years of investigational work to the subject. It was his opinion that the disease will be controlled by painting or spraying diseased trees. Even under present conditions, control is possible if growers will only act, he pointed out. Infection comes largely through root suckers and water sprouts, hence he urged that these be cut out and destroyed. In localities where there is a plentiful supply of irrigation water the blight has been kept in check by planting alfalfa in the orchard as a cover crop, which must not be removed for hay, but left on the ground either cut or uncut. This tends to reduce the growth of the trees, which renders them less susceptible to the blight; it also has a corresponding negative influence on the growth of water sprouts and root sucker development.

In reply to a question from George C. Roeding, as to the reason that the blight never attacked pear trees around San Francisco Bay and the coastal regions, Prof. Reimer said he could not specifically answer that question. He pointedly admitted, however, that in so far as his observations went, it was a fact that from British Columbia to San Diego, the blight was almost wholly absent along the coast and inland for a distance of some miles. Why it was so, he did not know, but the climatic conditions in the coastal regions were evidently inimical to the spread of the disease. In this connection, Mr. Roeding said there were pear trees forty years of age in Alameda county that had never shown evidence of blight, and that if the coastal region was immune to blight, obviously that was the place to grow pears.

Frank T. Swett, president of the Pear Growers' Association, showed progress in pear production. Two years ago the output was 379,000 boxes, which had increased to 730,000 boxes for the season just closed. On account of car shortage, it is estimated that the pear growers of the State suffered losses aggregating a million dollars on their crops this year. Consumption has been increased by means of intelligent advertising, and if growers would better the quality of their fruit, a much larger volume would find its way to the canneries and dryers. But this would not wholly remove the need for better transportation facilities when the shipping season is at its height.

TRANSPORATION PROBLEMS

The matter of better transportation brought E. M. Sheehan, president of the State Grape Growers' Association, to his feet in an earnest plea for water transportation (in improved refrigerator ships) for California fresh orchard, vineyard and garden products. He tried to show that these products had become so vast on this coast that it was a physical impossibility for the railroads to move the tonnage, even though refrigerator cars were available; that the time had arrived when growers must supplement transcontinental freight shipments with water transportation via the Panama

(CONTINUED ON PAGE EIGHT)

STANISLAUS GETS HUGE NURSERY PLANT

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California Nurser Company Buys Land Near Waterford

SOIL SAID BES

County Selected Afte Search of State for Location

The establishment of vast prop gating and growing grounds for th production of nursery plant pro ucts on the part of the Californi Nursery company of Niles, whic has secured a large tract of botto land in the Waterford district fro John W. Vaughn of Los Angele was announced yesterday. Th tract is 25 miles east of Modest and is said to consist of an exce tionally fine alluvial soil for th growing of nursery stock of a kinds, with sufficient water for i rigation. It will immediately b put into condition for planting, th initial improvement calling for th erection of barns, living houses f employes, equipped with all mo ern conveniences, the constructio of cement conduits for the eco omic and expeditious distributio of water for irrigation, and th usual appurtenances essential i the conduct of a large plant propa gating enterprise.

It will be the policy of the com pany to limit its purchase of sup plies and the construction of it buildings to local merchants an contractors, it was said.

Is Old Company

The California Nursery company is the oldest and largest plant growing establishment in the west It was founded in 1865 by the lat John Rock, who for 50 years wa recognized as California's leadin plantsman. His death occurred i 1904. In 1907 the business came into the possession of George C. Roading, who has added many improvements and greatly strengthened the business.

In addition to extensive ornamental ground at Niles the company also operates a large fruit tree nursery at Loomis, Placer county. Its rapidly growing business made it expedient to increase its growing facilities and in looking over the entire state, the best soil and climatic conditions for its growing purposes were found in Stanislaus county, which naturally was the determining factor in making the selection.

M. L. Dow, a Modesto nurseryman, is in charge as sales-manager. He has been for some time in the nursery and orchard business in Santa Clara valley. The company has also purchased from Ray Sherman, a Modesto contractor, four lots located at H and First streets, for a sales yard for the Modesto territory, on which they will erect lathe houses for handling ornamentals, and other necessary buildings. These grounds will be beauiful later.

DEVELOP TRACT AT WATERFORD FOR NURSERY

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An event of more than passing moment to the future development of Stanislaus county is the establishment of vast propogating and growing grounds for the production of nursery plant products on the part of the California Nursery company of Niles, which has secured a large tract of bottom land from John W. Vaughn of Los Angeles. This is situated in the Waterford district, some 25 miles east of Modesto, and is said to consist of an exceptionally fine alluvial soil for the growing of nursery stock of all kinds, which also enjoys an abundance of water for irrigation, this tract will be immediately put into condition for planting, the initial improvement calling for the erection of barns, living houses for the employes, equipped with all modern conveniences, the construction of cement conduits for the economic and expeditious distribution of water for irrigation, and the usual appurtenances that are essential in the conduct of a large plant propagating enterprise. In this connection it is pleasant to record that it will be the policy of the company to limit its purchase of supplies and the construction of its buildings to Modesto merchants and contractors.

The California Nursery company is the oldest plant growing establishment in the west and also the largest. It was founded in 1865 by the late John Rock, ,who for 50 years was recognized as California's leading plantsman. His death occurred in 1904; in 1917 the business came into the possession Geo. C. Roeding who has added many improvements and greatly strengthened the business.

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In more respects than one this is an important acquisition to the industrial life of Modesto. It not only adds a large new industry to the community, but employing considerable labor it adds to the economic importance of the city. The tract it will occupy is indeed a large one and when all under cultivation, the output of orchard nursery trees and ornamental plants will run into millions, affording a reliable source of supply for its domestic and foreign plant trade.

NURSERY COMPANY BUYS MODESTO LAND

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Alameda county's chief plant growing etsablishment, the California Nursery Company, at Niles, has found it expedient to secure additional acreage for the growing of fruit trees and vines for its ever increasing trade. In addition to its comprehensive ornamental grounds at Niles it also operates extensively at Loomis, in Placer county, in the production of fruit trees. The demands, however, for its products during the past two years have exceeded its present facilities. In view of this, it has secured a valuable tract of land in Stanislaus county, situated some twenty miles east of the city of Modesto, of exceptionally good quality, with ample water, for the growing of nursery plant products. This is to be immediately improved, the initial investments calling for large buildings to accomodate its live stock and storage requirements, living quarters for the employees, which are to be modern in construction and fitted up with all conveniences calculated to provide creature comforts, a modern system of cement conduits for irrigation purposes, and the usual appurtenances that go to the creation of a modern plant propagation establishment. Work is now in the inceptive stages and will be pushed to completion as fast as possible.

While the California Nursery Company has enjoyed a long and enviable reputation, it was not until Geo. C. Roeding came into control that it commenced to develop along broadguaged lines and evince creative energy. Possessing a background covering nearly three-quarters of a century in California horticultural endeavor, there is every reason to believe its achievements will be not only pronounced in the future, but excel those of the past.

SEASON BEGINS AT CALIFORNIA NURSERY PLANT

Retail Trade At the Niles Institution Is At Its Height.

The California Nursery at Niles has never been more busy than at the present moment and this will increase for the next three months. Shipments are being made to all parts of the state and carloads of ornamental shrubs, fruit trees and plants of all kinds are leaving the Niles depot daily.

But the largest trade that has been developed in the past few years has been the automobile retail trade. Hundreds of machines are parked daily in the grounds where the occupants inspect the great lath houses and sales rooms and carry loads of flowers and small trees away with them. This peculiar trade has been developed by the California Nursery because their stock appeals to the owners of large grounds who want to inspect their purchases before delivery. The stock of the California Nursery comprises the largest selection of ornamental shrubs and plants in the state.

Nearly everyone who owns a home owns a machine and they have chosen this means of making their purchases.

The California Nursery is today running at top capacity just serving the automobile trade which takes its purchases away.

An unusually large stock has been propagated during the past season.

THE CALIFORNIA NURSERY BUYS NEAR MODESTO

Alameda County Institution Extending Its Line of Operation.

Alameda's leading plant growing establishment, the California Nursery Company at Niles, has found it expedient to secure additional acreage for the growing of fruit trees and vines for its ever increasing trade. In addition to its comprehensive ornamental grounds at Niles it also operates extensively at Loomis, in Placer county, in the production of fruit trees. The demands, however, for its products during the past two years have exceeded its present facilities. In view of this, it has secured a valuable tract of land in Stanislaus county, situated some twenty miles east of the city of Modesto, of exceptionally good quality, with ample water, for the growing of nursery plant products. This is to be immediately improved, the initial investments calling for large buildings to accomodate its live stock and storage requirements, living quarters for the employees, which are to be modern in construction and fitted up with all conveniences calculated to provide creature comforts, a modern system of cement conduits for irrigation purposes, and the usual appurtenances that go to the creation of a modern plant propagation establishment. Work is now in the inceptive stages and will be pushed to completion as fast as possible.

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WATERFORD TO GET NURSERY

Development Started On Vaughn Tract

WATERFORD, Nov. 25.—Establishing of a propagating and growing grounds for the production of nursery plant products by the California Nursery company of Niles, which has secured a large tract of bottom land in this district from John W. Vaughn of Los Angeles, has been announced here. The tract is 25 miles east of Modesto, and is said to consist of an exceptionally fine alluvial soil for the growing of nursery stock of all kinds, with sufficient water for irrigation. It will immediately be put into condition for planting, the initial improvement calling for the erection of barns, living houses for employes, equipped with all modern conveniences, the construction of cement conduits for the economic water for irrigation, and the usual appurtenances essential in the conduct of a large plant propagating enterprise.

The California Nursery company is one of the oldest and largest plant growing establishments in the West. It was founded in 1865 by the late John Rock, who for 50 years was recognized as one of California's leading plant men.

M. L. Dow, Modesto nurseryman, is in charge as sales manager, and T. A. Sands of Niles will be manager of the nursery.

THE CALIFORNIA NURSERY OPENS TWO SALESROOMS

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Niles Institution Offers Public Opportunity to Investigate.

The Califoornia Nursery Company of Niles has opened two new display places at Modesto and Merced, both on the highway, and George C. Roeding, president of the California Nursery Company, says that these have been so successful that the company is extending their service as fast as they can. "These display stations along the highway not only advertise our own products, but show people what can be done in the raising of trees and shrubs with California soil and California climate," said Roeding.

The California Nursery Company maintains a constant display service both week days and Sundays at their main plant outside of Niles. The young trees and plants are kept in lath houses, while the more mature ones are planted in the open. The public is encouraged to visit the nursery as not only strangers, but people who have lived in California all their lives are frequently amazed at the number and variety of trees and plants that can be raised here.

Shipments of their products are made by the California Nursery Company to practically all parts of the world. The process of bailing the different trees and shrubs has been perfected so that the earth will remain around the roots without danger of cracking or falling apart and losses in shipments are almost nil.

Fruit trees from the California Nursery are especially popular with growers throughout the country, as these trees are strong and healthy and have proven their worth by repeated crops.

There are more than 50,000 girl athletes in this country who are seeking the protection of the Amateur Athletic Union.

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Alameda county's leading plant growing establishment, the California Nursery Company at Niles, has found it expedient to secure additional acreage for the growing of fruit trees and vines for its ever increasing trade. In addition to its comprehensive ornamental grounds at Niles it also operates extensively at Loomis in Placer county, in the production of fruit trees. The demands, however, for its products during the past two years have exceeded its present facilities. In view of this, it hs secured a valuable tract of land in Stanislaus county, situated some twenty miles east of the city of Modesto of exceptionally good quality, with ample water, for the growing of nursery plant products. This is to be immediately improved, the initial investments calling for large buildings to accommodate its live stock and storage requirements, living quarters for the employees, which are to be modern in construction and fitted up with all conveniences calculated to provide creature comforts, a modern system of cement conduits fo irrigation purposes, and the usual appurtenances that go to the creation of a modern plant propagation establishment. Work is now in the inceptive stages and will be pushed to completion as fast as possible.

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WELL KNOWN FARMING PROPERTY IS LEASED FOR NURSERY

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(Special to The News.)

WATERFORD, Nov. 18.—The Setta Vaughn land, formally farmed by L. W. Crabtree every year, has been leased for a term of years by T. A. Sands of Niles and George Roeding of Fresno for nursery purposes. A residence and other building are now being built on the place.

This is one of the finest pieces of bottom land in Stanislaus county and is easily irrigated, from either the Waterford or the Modesto canals.

The California Nursery Co., of which George C. Roeding of Fresno is the head, has purchased 180 acres of land near Waterford, Stanislaus County, for the development of a nursery farm. The site is located near the Tuolumne River and the company plans to make the nursery one of the best in the State, about $50,000 having been expended in its development, it is understood.

It is planned to establish the headquarters of the company at Modesto for the shipping of fruit trees.

Cal. Fruit News
Mar. 10, 1923

CALIFORNIA NURSERY CO. ESTABLISHES YARD IN MERCED

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The new plant, including yard, bath house and office building for the California Nurseries Company of Niles, has been completed at Sixteenth and O streets and Manager A. W. Chinn states that the stock will begin arriving in a few days.

The company will carry all kinds of fruit trees, vines, etc., and will also stock a fine line of roses, ornamentals and garden shrubs.

The California Nursery Company is one of the oldest nursery concerns in the state, organizing in 1869. George C. Roeding of Fresno is one of the principal owners. The company propagates all of its own stock and has just purchased a big tract of land on the Tuolumne river near Waterford for a nursery.

CALIFORNIA NURSERIES LOCATE IN NEAR HERE

A new enterprise of magnitude for Waterford is the coming of the California Nurseries Company of Niles, a branch of the establishment, the chief owner of which is Geo. C. Roeding, Fresno, one o fthe most prominent business men o fthis State. The representative of the company, T. A. Sands, is now here and has already made a start that betokens what may be expected in the future.

The purchase of the splendid estate belonging to Stella Vaughn, of Los Angeles, situated on the bottom lands of the Tuolumne river, east of Roberts Ferry, on the Yosemite High way. It is especialy suited for the purpose. Water is available from the river or from either of the Modesto or Waterford Irrigation Districts. It has been under cultivation for years and lately has been leased by Luther Crabtree.

Men are now at work putting in a well, and a farm house, barn and bunk house for labor is already under construction.

AWARDS MADE FOR FRUITS AT U. C. EXHIBIT

University Students Judge Varieties at Third Annual Fruit and Nut Show on Campus

The judging team, consisting of University of California students in pomology, awarded prizes yesterday in the various varieties of fruit and nuts now on exhibit at the University of California Third Annual Fruit Show.

The following students judged the fruit:

A. J. Sylva, chairman; Carleton Carlisle Shay, J. L. Fidler, Albert Clark Adams, Elwin Hubert Service, Martin Theodore Thorstenson.

Alternates are Yousif Milad, Rexford Lewis Gordon, Fred D. Williams, Winfield K. Gilkey.

The following growers were awarded prizes:

PEARS.

Anjou—B. H. Schulte, Monterey, first; J. L. Nickel, Menlo Park, second; George C. Roeding, Niles, third.

Bartlett—F. E. Sawyer, Novato, first; M. W. Dula, Little Rock second; R. Grant, Ukiah, third.

Winter Bartlett—George C. Roeding, Niles, first.

Bastie (Pres de la Bastie)—J. L. Nickel, Menlo Park, first; George C. Roeding, Niles, second.

Bosc—B. H. Schulte, Monterey, first; J. Leroy Nickel, Menlo Park, second; V. T. McCurdy, Santa Clara, third.

Bordeaux—George C. Roeding, Niles, first.

Chantenay—J. L. Nickel, Menlo Park first.

Clairgeau—B. H. Schulte, Monterey, first; George C. Roeding, Niles, second; Mrs. N. B. Rhoades, Monterey, third.

Brettoneau—George C. Roeding, Niles, first.

Cognee—J. L. Nickel, Menlo Park, first.

Col. Wilder—George C. Roeding, Niles, second.

Comice—B. H. Schulte, Monterey, first; V. T. McCurdy, Santa Clara second; J. L. Nickel, Menlo Park, third.

Crocker—J. L. Nickel, Menlo Park, first; George C. Roeding, Niles, second.

Dayas Hovey—J. L. Nickel, Menlo Park, first; George C. Roeding, Niles, second.

Dearborn Seedling—George C. Roeding, Niles, first.

Doyenne Bouche—J. L. Nickel, Menlo Park, first.

Diel—George C. Roeding, Niles, second.

Dubuisson—J. L. Nickel, Menlo Park, first.

Du Bur—J. L. Nickel, Menlo Park, first.

Easter Beurre—A. M. Sindel, San Juan Valley, first; J. L. Nickel, Menlo Park, second; George C. Roeding, Niles, third.

Forelle—George C. Roeding, Niles, first.

Fox—George C. Roeding, Niles, second.

Glout Morceau—A. M. Sindel, San Juan Valley, first; J. L. Nickel, Menlo Park, second; Wood & Co., Danville, third.

Gray Winter—George C. Roeding, Niles, first; Jacob Spaine, Watsonville, second.

Hardy—A. C. Wilcox, Santa Clara Valley, first; V. T. McCurdy, Santa Clara, second.

Huyshe Prince—J. L. Nickel, Menlo Park, first.

Idaho—George C. Roeding, Niles, second.

Japanese—George C. Roeding, Niles, first.

Kieffer—B. F. Stroup, Anderson, first; George C. Roeding, Niles, second.

Keswick Codlin—J. L. Nickel, Menlo Park, second.

Lawrence—George C. Roeding, Niles, first; F. Silliman, Watsonville, second.

Le Conte—George C. Roeding, Niles, first; George H. Jackson, Monrovia, third.

Levard—J. L. Nickel, Menlo Park, first; George C. Roeding, Niles, second.

Le Lectier—J. L. Nickel, Menlo Park, first.

Louis Pasteur—George C. Roeding, Niles, second.

Madame de Puis—J. L. Nickel, Menlo Park, first; George C. Roeding, Niles, second.

Madame Lye Baltet—J. L. Nickel, Menlo Park, first.

Malines—J. L. Nickel, Menlo Park, first.

Marechal—J. L. Nickel, Menlo Park, first.

Marquis—J. L. Nickel, Menlo Park, first.

Meuris—J. L. Nickel, Menlo Park, second.

Mrs. Seden—J. L. Nickel, Menlo Park, first.

Napoleon—J. L. Nickel, Menlo Park, first.

Noltaire Sepin—J. L. Nickel, Menlo Park, first.

Oliver—J. L. Nickel, Menlo Park, first.

Passe Crassane—J. L. Nickel, Menlo Park, first; George C. Roeding, Niles, second.

Passe Colmar—J. L. Nickel, Monterey, first.

P. Barry—B. H. Schulte, Monterey, first; George C. Roeding, Niles, second; Mrs. N. B. Rhoades Monterey, third.

Pound—George C. Roeding, Niles, first; Mrs. N. B. Rhoades, Monterey, second.

President Barbe—J. L. Nickel, Menlo Park, first.

Prince Consort—J. L. Nickel, Menlo Park, first.

Seckel—Upham Bros., Martinez, second.

Souv. de Bronstadt—J. L. Nickel, Menlo Park, first.

St. Edmund—J. L. Nickel, Menlo Park, first (wormy).

Winter Nelis—B. H. Schulte, Monterey, first; Mrs. N. B. Rhoades, Monterey, second; Upham Bros., Martinez, third.

Alphand—Mrs. N. B. Rhoades, Monterey, first.

Winter Seckel—Mrs. N. B. Rhoades, Monterey, first.

Urbaniste—George C. Roeding, Niles, second.

White Doyenne—George C. Roeding, Niles, first; George H. Jackson, Monrovia, second.

Vicar—Woodland Company, Danville, first; Calac Orchards, Martinez, second; George C. Roeding, Niles, third.

Pineapple—Altamaha Nursery, Ludowici, Ga., first.

GRAPES.

Flame Tokay—First, C. B. Douglas, Antioch.

Sultanina—First, L. M. Arnold, Winton.

Olivette Blanche—First, A. Kashamijian, Lindsay.

Ohanez—First, Otto Guttierson, Lindsay.

Malaga—First, L. F. Arnold, Winton.

Muscat—First, Roy C. Beard, Escondido.

Tunisa—First, A. Kasharnjian, Lindsay.

Emperor—First, D. U. Toffelmeyer, Exeter.

PEACHES.

Seedling—First, Byron O. Clark, Paradise.

Orange Cling—First, J. R. Oliver, Fowler.

Nicholas Cling—First, George C. Roeding, Niles.

Newhall—First, George C. Roeding, Niles.

Miller's Late—First, Byron O. Clark, Paradise.

Levy—First, George C. Roeding, Niles.

Henrietta—First, L. R. Barhhisel, Hollister; second, M. L. Dooling, Hollister.

Elberta—First, George C. Roeding, Niles.

Bilyen's Late—First, George C. Roeding, Niles.

Crawford—First, George C. Roeding, Niles.

QUINCES.

Van Deman—First, Henny, Brown & Nagle, Newcastle.

Pineapple—First, M. F. Alexander, Sonoma.

Mespilus Germanica (Medler)—First, Industrial Farm for Women, Sonoma.

APPLES.

Esopus Spitzenberg—First, J. S. Pedrotti, Calistoga; second, U. N. Christopher, Manzanar; third, J. L. Nickel, Menlo Park.

Fallawater—Second, B. G. Strauf, Anderson.

Fall Pippin—Second, Andrew Smith, Finley.

Fameuse—Second, B. F. Strauf, Anderson.

Gilbert Winter—Second, J. L. Nickel, Menlo Park.

Golden Delicious—First, A. W. Beattie, Sebastopol; third, F. J. Ralph, Sonora.

Golden Russet—Second, J. L. Nickel, Menlo Park.

Gravenster—First, Sebastopol Junior Farm Center, Sebastopol; second, E. H. Elphick, Sebastopol; third, G. A. Ross & Son, Sebastopol.

Grimes Golden—First, J. F. Ralph, Sonora; second, Philip Truby, Beaumont; third, B. F. Strauf, Anderson.

Haas—Second, Sebastopol Junior Farm Center, Sebastopol.

Hoover—Second, J. B. Williams, Philo; third, O. E. Price, Phlo.

Jonathan—First, H. Walker, Healdsburg; second, Gregg & Toll, Banning; third, A. A. Roe, Olympia.

King David—First, Walter Ralph, Tuolumne; second, Philip Truby, Beaumont; third, W. P. Middleton, Bishop.

King Edward—Second, J. L. Nickel, Menlo Park.

Langford—First, B. H. Shulte, Monterey.

Lawyer—First, B. F. Strouf, Anderson; second, J. B. Willams, Phlo.

Missouri Pippin—First, J. O. McKinney, Hollister.

Northwestern Greening—First, Andrew Smith, Findley; second, J. B. Williams, Philo, third, Misses Ingram, Finley.

Oregon Red Winter—First, B. F. Strauf, Anderson.

Oliver—First, J. F. Ralph, Sonora.

Peck Pleasant—Second, J. L. Nickel, Menlo Park.

Ralls—Second, U. N. Christopher, Manzanar.

Red Cheek Pearmain—Second, B. F. Strauf, Anderson.

Red Gravenstein—Second, Sebastopol Junior Farm Center, Sebastopol.

Red Pearmain—Second, U. N. Christopher, Manzanar.

Rhode Island Greening—First, B. F. Strauf, Anderson; second, Tom Ornbaum, Boonville; third, J. S. Pedrotti, Calistoga.

Rome—First, Gregg & Toll, Banning; second, H. Walker, Healdsburg; third, D. O. Powell, Sebastopol.

Smith Ceder—First, E. H. Elphick, Sebastopol; second, Calac Orchard, Martinez; third, B. F. Strauf, Anderson.

Roxbury—Second, J. L. Nickel, Menlo Park.

Standard—First, N. Eames, Grass Valley.

Staymen Winesap—First, J. F. Ralph, Sonora; second, N. P. Middleton, Bishop; third, Philip Truby, Beaumont.

Sterner Pippin—Second, J. L. Nickel, Menlo Park.

Summer Pearmain—Second, Sebastopol Junior Farm Center, Sebastopol.

Swaar—First, J. S. Pedrotti, Calistoga; second, J. L. Nickel, Menlo Park; third, Andrew Smith, Finley.

Tompkins King—First, B. F. Strauf, Anderson; second, J. B. Williams, Philo; third, R. J. Eten, Philo.

Twenty Ounce—First, N. Eames, Grass Valley.

Vanderpool—First, B. F. Strauf, Anderson; second, Gregg & Toll, Banning.

Akin—First, J. L. Nickel, Menlo Park.

Alexander—First, Sebastopol Junior Fruit Center, Sebastopol; second, C. E. Price, Philip.

Allen's Everlasting—Second, J. L. Nickel, Menlo Park.

Arkansas Black—First, Victor Christopher, Manzanar; second, J. S. Pedrotti, Calistoga; third, H. Walder, Healdsburg.

Baldwin—First, N. Eames, Grass Valley; second, B. F. Strauf, Anderson; third, J. S. Pedrotti, Calistoga.

Batchin's Pearmain—Second, J. L. Nickel, Menlo Park.

Ben Davis—First, Philip Truby, Beaumont; second, O. T. Boardman, Finley.

Betgheimer—First, Legro Pressley, Beaumont; second, Ingraham, Philo; third, Olympia, Philo.

Black Ben Davis—Second, B. F. Strauf, Anderson.

Caville Meligue—Second, J. L. Nickel, Menlo Park.

Calville Les Ans—Second, J. L. Nickel, Menlo Park.

Champion—Second, B. F. Strauf, Anderson.

Commerce—Second, B. F. Strauf, Anderson.

Cook Seedling—First, A. M. Sindel, San Juan Valley; second, Rolfe Buffington, Nevada City.

Crab Apple—Second, Sebastopol Junior Farm Center, Sebastopol.

Delicious—First, F. J. Ralph, Sonora; second, A. W. Beattie, Sebastopol; third, M. E. Wasson, Watsonville.

Duckwall—First, F. J. Ralph, Sonora.

Edward VIII—Second, J. L. Nickel, Menlo Park.

Wagener—First, D. O. Rwell, Sebastopol; second, Rolfe Buffington, Nevada City; third, N. Eames, Grass Valley.

Western Beauty—Second, Ella McKinley, Ukiah.

Winter Pearmain—Firse, J. L. Nickel, Menlo Park; second, U. N. Christopher, Manzanar; third, H. Walker, Healdsburg.

Winesap—First, N. Christopher, Manzanar; second, W. P. Middleton, Bishop; third, F. J. Ralph, Sonora.

Winter Banana—First, Gregg & Toll, Banning; second, J. S. Pedrotti, Calistoga; third, O. T. Boardman, Finley.

Yellow Bellflower—First, E. Elphic, Sebastopol; second, J. S. Pedrotti, Calistoga; third, J. L. Nickel, Menlo Park.

Yellow Newton—First, M. E. Wasson, Watsonville; second, J. S. Pedrotti, Calistoga; third, J. L. Nickel, Menlo Park.

York Imperial—First, B. F. Strauf, Anderson; second, J. L. Nickel, Menlo Park.

NUTS.

Red Aleppo (Pistachio)—First, El Rancho Esperanza, Elk Grove.

Pistachio Vera—First, El Rancho Esperanza, Elk Grove; second, George O. Upham, Martinez; third, Paul Minasion, Orosi.

Pistachio Bronte—First, El Rancho Esperanza, Elk Grove.

Pistachio—First, Paul Minasion, Orosi.

Drake Seedling—First, George C. Roeding, Niles.

Eureka—First, George C. Roeding, Niles.

I. X. L.—First, William Kock, Novato; second, George C. Roeding, Niles.

Jordan—First, George C. Roeding, Niles.

Keynote—First, J. B. Hall, Winton.

King's Soft Shell—First, George C. Roeding, Niles.

Lewelling—First, George C. Roeding, Niles.

Languedoc—Second, George C. Roeding, Niles.

Louise—First, W. B. Smith, Oakland.

Ne Plus Ultra—First, George C. Roeding, Niles.

Non Pareil—First, George C. Roeding, Niles.

Paper Shell—First, George C. Roeding, Niles.

Princess—First, George C. Roeding, Niles.

Smith (XL)—First, W. B. Smith, Oakland.

Unexcelled—First, William Koch, Novato.

Hickory Nut—First, Mrs. Francis Wilson, Winters.

Filberts (Cutleaf)—First, George C. Roeding, Niles.

Filbert (Fertlie de Coutard)—First, George C. Roeding, Niles.

Prolific Bob—First, George C. Roeding, Niles.

Marville De Poluifier—First, George C. Roeding, Niles.

PECANS.

Columbia—Second, Fresno Nursery Company, Fresno.

Russell—Second, Fresno Nursery Company, Fresno.

Stewart—First, Fresno Nursery Co., Fresno.

Success—Second, Fresno Nursery Co., Fresno.

Columbia—Second, Fresno Nursery Company, Fresno.

Van Deman—First, Fresno Nursery Company, Fresno.

Frotcher—Second, Fresno Nursery Company, Fresno.

WALNUTS.

Bijou—First, B. Nacheloeuf, Kelseyville; second, George C. Roeding, Niles.

Calomette—Second, W. B. Smith, Oakland.

Cluster Fruited—First, George C. Roeding, Niles.

Concord—First, George H. Sawyer, Watsonford; second, John Hain Jr., Tres Pinos; third, W. A. Maroney, Hollister.

SHIP TREES FROM NILES TO AFRICA

Alameda county is helping to rehabilitate many of the war ravaged parts of Europe in the actual replanting of devastated sections with nursery stock grown here; and trees started in this county are being shipped to far parts of the world, a very considerable shipment being sent to the Cape of Good Hope from the California Nursery Company at Niles during the past week.

The French government has had several agents in California at different times purchasing nursery stock and seeds for shipment to the devastated portions of that country. That government bought huge quantities of seeds and a very large amount of nursery stock, much of the latter coming from the California Nursery Company at Niles. More than $3,000,000 has been spent in that way in California since the war closed.

The California Nursery Company at Niles is really an institution with a world-wide trade. While there are great difficulties to be overcome in shipping live nursery stock, particularly through the tropic zone, still it has been found possible to ship live fruit trees from Alameda county to South Africa, and very large shipments are made to South and Central American countries.

The great difficulty is to keep the live trees from either drying up and dying or sprouting leaves during the long journey. Methods of packing have been discovered by experimenting by which an even temperature can be maintained and just sufficient moisture supplied to maintain life and yet avoid a positive growth. The result is that the California Nursery has made large shipments to Chile and the Argentine, and even as far away as India. Chile and the Argentine have climatic conditions similar to the United States and agriculturists in those countries have been experimenting, and successfully, with California fruits.

The shipment just made to the Cape of Good Hope, South Africa, was of apricot and peach stock and a few miscellaneous fruit trees for experiment. The purchaser will experiment upon a large scale with these fruits in African soil. The climatic conditions of the Cape of Good Hope are not vastly different from those in this country where these fruits thrive. It will take six weeks for this shipment to reach its destination, but the nursery company has guaranteed its arrival.

An order has been received for fruit trees enough to plant a tract of 3500 acres of land on the west coast of Mexico. This tract is owned by Californians, who propose to develop it and to turn it into a fruit-producing property. Every kind of fruit that will grow will be experimented with and the tract set out to the varieties that thrive best.

The California Nursery is turning Niles into one of the busy stations on the railroad and truckloads of nursery stock are being shipped to tidewater in Oakland.

Oakland Tribune
Feb. 20, 1921

Inland Fruit Empire Of California Produces Big Portion Of State Crops

Survey Of Horticultural Achievements Of Seven San Joaquin Valley Counties Reveals Great Progress Made In Last Thirty Years

By GEORGE C. ROEDING

BANCROFT, the historian, so mewhere says that Californian history, is individualized by four ages, each distinct in itself, namely, the age og grass, of gold, of grain and of fruit; this a literative figure of spee ch, is quite true of its great valleys, the Sacramento and the San Joaquin.

The onward trend of the industrial and intellectual life of the former has certainly been ably visioned and portrayed for over half a century by the senior Bee newspaper of the country of its activities as "Superior California"; with the advent of the Fresno Bee, the junior member, we shall undoubtedly experience a service of equal value and importance in the exploitation of "Productive California," for certain it is that no other section of the state possesses a greater producing area, nor one of a more varied character.

George C. Roeding

Horticultural Age Greatest

It was not my privilege to be a participant and observer of the grass, nor of the gold age, but those of my generation saw the flood tide and decline of the grain age to what might be termed a normal condition. All those who have passed middle life in Fresno have been not only observers, but in many cases active participants of the fourth or horticultural age.

The growth and development of the fruit industry has been general, being pronounced in the southern, central and northern portions of the state. If you will trace the vast area of the San Joaquin Valley from Bakersfield to Stockton, and from the Sierra to the Coast Range of mountains, some conception of California's inland fruit empire, of which Fresno is the distributing center, will be realized, and if allowance is made for the fact that its present production covers the major portion of the state's fruit food crops, you will appreciate that its horticultural achievements are not only unique, but typify the importance of our leading industry.

Orchard and vineyard crops may be said to have first commanded serious attention in 1880, though recognition a long commercial lines did not become pronounced until five or six years later. At first progress was rather slow and intermittent, but by 1890 horticulture had attained significant commercial rank.

Four Leading Counties

Its virility and solidity in development is well authenticated by the figures of the 1920 federal census which, among other things, credited the San Joaquin Valley with containing four of the fifty leading counties of the nation in the value and volume of their orchard and vineyard, garden and field crops. These four banner counties are Fresno, Tulare, Stanislaus and San Joaquin.

The estimated total annual value of the fruit production of the entire valley is now placed at over $200,000,000. As is well known the elemental factor that made this handsome showing possible was the development of irrigation on a large and comprehensive plan, the San Joaquin River and its subsidiary streams affording the basic supply of water for over 2,103,694 acres, the largest area of irrigated land in the state, if not in the nation.

This of itself affords a handsome testimony to the magnificent natural resources of the valley, which made practical the vast development and improvements that have taken place during tht past three decades.

Survey of Counties

The reader will gain a more comprehensive idea of the country, for which Fresno is the chief distributing center, in a brief survey of the horticultural productions of the seven counties of which it is composed.

Kern County

The first county at the southern extremity of the valley is Kern, where the fruit growing industry is no small factor. According to the 1920 federal census there are in bearing in this county 17,899 apple trees, 23,392 apricots, 22,509 peach and nectarine, 44,696 pear, 19,005 prune and plum, 1,475 fig, 962 lemon, 51,144 orange, 375,700 grape vines, 9,253 nut trees and 21 acres in small fruits. Acreage capable of irrigation in 1920 was 338,258.

Tulare County

In Tulare County, the total acreage capable of irrigation was 551,182 acres in 1920 and the total number of bearing trees and vines in 1920 was as follows: Apple trees, 55,263; apricots, 49,395; peaches, 717,195; pears, 11,866; prunes and plums, 422,228; lemons, 107,290; oranges, 3,041,277; grapes, 13,022,279; almonds, 14,256; figs, 75,000; walnut trees, 2,639; acreage in small fruit, 39.

Fresno County

In horticultural production Fresno County occupies first place in the valley (and is the second in rank for largest production in the entire country in the census of 1920), enjoying the distinction of having within its borders in 1920, no oless than 162,320 fig trees, 25,285 lemon, 140,280 orange, 50,140 olive, 77,364 apple, 176,838 apricots, 2,515,288 peach and nectarine, 17,112 pear, 120,963 prune and plum trees, 59,868,677 grape vines, and 720 acres in strawberries and 240 acres in bush fruits. Acreage capable of irrigation in 1920 was 798,-94 3acres.

Kings County

Immediately adjoining Fresno is Kings County with a total of 359,121 acres capable of being irrigated. In the way of purely horticultural resources there were in 1920, 6,503 bearing apple trees, 161,112 apricots, 402,450 peaches and nectarines, 6,382 pears, 49,829 prunes and plums, 1,190 figs, 5,608,040 grapevines, 1,997 nut trees, and twenty acres in small fruits.

Madera County

Madera County also shows substantial development. In 1920 there were 119,804 acres of land subject to irrigation, and the country boasted of bearing trees covering commercial fruits as follows: Apple trees, 8,889; apricots, 15,195; peaches and nectarines, 105,926; pears, 1,548; prunes and plums, 3,547; lemons, 57; oranges, 422; grapevines, 2,568,056; figs, 5,229; almonds, 6,866; walnut trees, 1,056; and thirty four acres in small fruits.

Merced County

Of acreage capable of irrigation, according to the 1920 federal census, Merced County is credited with 196,65' acres, and her total quota of bearing trees and vines consisted of 1,042 walnut trees, 52,187 of almonds, 2,355,545 of grape vines, 3,388 of oranges, 174 of lemons, 7,285 of prunes and plums, 9,395 of pears, 382,270 of peaches and nectarines, 11,425 of apricots, 4,416 of apples, 72,000 fig trees and twenty one acres in small fruits.

Two years ago Stanislaus County had in full bearing 10,172 apple trees, 40,513 apricots, 410,394 peaches, 12,294 pears, 18,333 prunes and plums, 1,484 lemons, 11,626 oranges, 2,096,576 grape vines, 134,623 almonds, 4,582 walnuts, 3,930 fig trees and ninety-three acres in small fruits.

San Joaquin County.

San Joaquin County, situated at the northern extremity of the valley, enjoys the distinction of possessing 230,763 acres capable of of irrigation. In 1920 her orchard and vineyard production is shown by the following enumeration of bearing fruit trees and vines: Apple trees, 11,347; apricots, 22,238; peaches, 318,700; pears, 24,553; prunes and plums, 94,222; lemons, 456; oranges, 3,257; grape vines, 13,074,667; almonds, 224,981; walnuts, 13,244; fig trees, 8,810, and a total acreage of 172 in small fruits.

When we come to consider that commercially, as the term is understood today, this immense development is the result of only about thirty years, we realize its significance and superb achievement. If we can within the course of three decades create a $200,000,000 fruit industry in this valley under many adverse conditions, is it not fair to assume that in another quarter century this same region will double in volume and value its horticultural production? Its capacity for doing so is only limited by the available (and undeveloped) water supplies for irrigation. Verily, the vast area of fertile land represented in the San Joaquin Valley is indeed an inland empire that only awaits development.

Fresno Bee
Oct. 17 1922

More Parks In Fresno One Of City's Big Needs

(Continued From Page Eleven)

the width of the parkway, and the number of feet between the trees in the row should be scaled to a plan; methods of pruning and care should be uniform, so that when they attain age and size there will be produced a harmonious appearance and a pleasing effect. The undergrowth, preferably a green sward, should command attention in much the same way. To avoid these mistakes and secure proper street adornment calls for legal authority in its proper execution, or realization will be impossible.

Verily, the building of the city beautiful is a governmental function, be it the creation of a municipality, a county or the state. Until we have legislation investing authority in competent hands, no real progress in this direction is possible. To leave the creation of tree-lined streets and boulevards to individual or community initiative will never secure the uniform and pleasing effects that are essential.

Street Tree Planting

With the great growth of Fresno, it is still possible to inaugurate an intelligent and beautifying system of street tree planting in the ever-increasing new additions; all that is necessary will be a city ordinance covering substantially the conditions just enumerated. A comparatively small appropriation would put the law in operation, and as it developed and people began to appreciate its significance, ways and means could be more easily secured to broaden its scope and increase its usefulness. Municipal legislation of a like nature ought to be passed in every town of the Valley. The cost of street and boulevard tree planting would in a few years be doubly compensated for in the adornment of our traveled thoroughfares and in the enhancement of values of the aligning properties.

Additional Parks and Civic Center

In the matter of additional public parks, it is also opportune for Fresno to secure more acreage for park purposes. Like in all rapidly growing communities, there is a heavy drain on the community for public improvements, which makes us all more or less indifferent to matters of this kind. The inevitable result usually follows that at a later date the taxpayer will be called upon to pay twice or three times the present price for available land for park purposes.

Fresno should at once provide for two more representative parks, one in the southwest and the other in the northeast sections. The former should have first attention, for it would be in a neighborhood of working people, who have neither the means nor the time to seek outdoor life at any distance from their homes. The improvement of the latter could follow later.

These additional parks should be so situated as to be easily connected by a magnificent system of boulevards (properly landscaped to a plan and lined with a uniform selection of trees) with the present park in the western section of the town, all converging at some central point, which ought to be the court house square.

Center Of Civic Affairs

In such a scheme this landmark can be made one of the finest civic centers in the West, housing the city and county governments and, in addition, affording place for a public library building, art museum and similar institutions. In this connection it might be well to remember that these boulevards can to a large extent be made to follow the present irrigation ditches, thus supplying to the growing trees aligning each side a bountiful supply of irrigation water at a nominal cost and of easy access.

This may seem a trifle utopian; nevertheless, it is perfectly feasible and can be achieved, provided the matter is properly presented in a practical and an appealing way, not only to the taxpayer, but to the wealthier and public-spirited citizens of Fresno city and county, some of whom might be induced to contribute of their means in one way or another, and at least afford reservations of certain parcels of land (covering considerable periods of time), the city in the meantime devising ways and means for their ultimate purchase.

Something of a substantial nature has already been accomplished in this direction, and more can be achieved along much the same lines if presented in a way rendering it practical and operative. Will it not be wise to provide to-day for an additional acreage for park purposes, in one way or another, while the getting is still good?

Values And Influences Of Parks

Owing to prevailing industrial and climatic conditions in the San Joaquin Valley, public parks are more of a necessity than in other sections. The Summer being unusually warm, it is also the season of our greatest fruit growing activities. Appreciating this, it naturally follows that it is also the time of year when the great mass of our working people find it inopportune to leave their employment and the business man can ill afford to take a vacation. This leads to home recreations, which can be supplied in no better way than by wide stretches of public parks and the grateful shade of stately trees, the green grass and the usual beauty of flowering plants. That this is no fantastic statement is demonstrated by the thousands and thousands of people that congregate daily in Roeding Park during Summer, and particularly on Sundays and holidays.

Other Advantages

The value of parks is not, however, limited to recreation, and the out-of-door pleasures they provide. A well designed, intelligently planted and properly developed public park system has an educational value of much larger sifnificance. It stimulates a love for plant life, bud and leaf, flower and fruit, shrub and tree, green grass and blue sky, that stimulates the adornment of home grounds and a higher appreciation for the glories of the garden.

In a country like the San Joaquin Valley too much stress cannot be put on this phase of the subject, for certain it is that shade trees are a solace to the traveler, green lawns a pleasure to the eye, flowers a joy to young and old, and parks a veritable haven of rest to both mind and body that tends to engender a healthy civic pride, a better citizenship and a higher appreciation for free government.

EXTENSION OF FRESNO'S PARK SYSTEM URGED

Construction Of Beach Along River Bank Advocated

Planning Body Scored For Accepting Maps Of Bad Feature

The need of extending Fresno's system of public parks with the advocacy of a municipal amusement and bathing park somewhere along the San Joaquin river, probably at or near Herndon, was a discussion marking yesterday's session of the city commission.

Only three members were present, Acting Mayor Charles Dillon and Commissioners Thomas Anton and Glen De Vore, but they were unanimously in agreement that more "breathing" and playing spots for the public should be procured in anticipation of the growth of the city and rises in realty values.

Consideration of parks was precipitated by the proposal of Al Braverman that a 20 acre tract at McKinley and First streets, said to be scenically beautiful and peculiarly adapted to park uses, should be acquired as a playground and swimming beach.

Braverman said the land was the subject of a foreclosure action and could be bought for 26 thousand dollars, and that a partial subdivision of the same land had brought 28 hundred dollars an acre.

TEHAMA BEACH REVIEWED

The acting mayor then reviewed the swimming beach and park project of Tehama street, a tract of 13 acres offered to the city for a rental of a dollar a year. Anton espoused a park along the river, expressing the hope that some Fresnans who were large property owners at this point might donate a suitable spot at or near Herndon.

Braverman suggested that negotiations be opened with the Sugar Pine Lumber company with a view to having the mill site on the river revert to the city for park purposes when its life as an industrial property has ended.

Both Dillon and Anton advocated an amusement park, the former declaring that within a decade or two the city would be built as far north as the river and should be provided with a minor Coney Island.

Guy Stockton, real estate operator, threw a small bombshell into the session when, following the acceptance of a planning map, he charged the city planning commission with a dereliction of duty in passing maps in which there were objectionable features.

COMMISSION SCORED

He declared that he knew of two instances in which accepted maps had been in violation of the spirit of city planning, naming Sierra Vista where some streets had blind ends, and Roeding heights as a place where 60 foot streets were cut to 33 feet.

"I don't believe you gentlemen would so readily accept these maps without close inspection and investigation if you knew what things were being put over," Stockton said. "I learned of some of these things and took two members of the planning commission out for an inspection. They were dumbfounded at what they saw."

The planning commission was defended by Frank Rantsma, deputy works commissioner, who said many of the things complained of had been on maps accepted before the present planning commission came into existence and that the change in width of streets had been done by ordinance.

Action on the recommendation of the mayor for transfer of the fire alarm system from the department of welfare and safety to the works department was deferred because of opposition expressed by all three commissioners present, until an investigation had been made.

Acting Mayor Charles Dillon was named as the city's representative on the executive committee for the 1923 Raisin day festival.

City Attorney H. M. Johnston reported that the Santa Fe had practically ended its switching on the main line track because of the near ending of the fruit shipping season but said the protests of residents of Santa Fe avenue was partially merited.

from Bee sect 1922

MORE PARKS IN FRESNO ONE OF GROWING NEEDS

Rapid Growth Of City Leaves Recreational Centers Far Behind

TIME IS NOW RIPE TO SET ASIDE MORE LAND

Future Generation Should Be Considered, Says Park Founder

By GEORGE C. ROEDING

FRESNO is no longer a thriving town, but is the growing metropolis of the San Joaquin Valley, expanding at a greater rate than any other city. All of this signifies a continued increase of residential population in all directions, calling for public improvement in a corresponding ratio.

Geo. C. Roeding

Our parks and public squares are to the life and prosperity of cities what the heart and lungs are to the human anatomy, viz., breathing and circulation media for mass aggregations of human beings. Not only do they function along lines that insure physical comforts to congested centers of population, but they also engender a contented frame of mind, and, by stimulating a love for the outdoor life, create a better citizenship and a robust civic pride that is reflected in a prosperity rarely found in towns and cities devoid of nature spots where plant life touches elbows with the toilers at the forge and in the factory, in the counting room and behind the counter.

Parks Neglected

In the inception and planning of cities parks are invariably a negligible consideration, the result being that the after-cost of park sites is out of all proportion to what it might have been if provided for in the founding of cities and towns.

There are things money will not buy, and one is the growth of shrubs and trees; that is only possible in the course of time. Hence, by providing park sites at the inception of towns, we not only economize in the price of land, but, what is of vastly greater consequence, we gain years of time in the growth and development of park vegetation. The pioneer is invariably forced with providing the elemental necessities of existence; the esthetic phases of life are only possible as the demands for the former are provided for.

A Plea For Beautification

In the growth of Fresno city and county and the establishment of fruit culture and other industries in a large way, it is pleasant to record that there is also being awakened a broader appreciation for the adornment of home grounds, tree-lined city streets, public parks and a civic center. For the most part, this has been intermittent and sporadic, often inarticulate and faintly expressed.

In the San Joaquin Valley there are a few examples of good park [illegible] plantings, which is,

...lem and they now cost less than
...distinction that add character to
...that cost less per mile of service
...ment for a fuller measure of tire
...for the Motorist
...age Tires Are the Great-
...as Cars

ROEDING GIVES VIEWS ON PARK DEVELOPMENT

Committee Chairman Outlines Fresno Situation

Declares Fresno Will Be Leading City In Interior

Manager H. E. Patterson of the Fresno County Chamber of Commerce has received from George C. Roeding, chairman of the organization's committee on parks and boulevards, comments on the situation here which will be submitted for the consideration of the committee at its next session.

The report follows:

"There is no one thing more vital to the prosperity of cities and the enjoyment of their inhabitants than the possession of an ample system of parks, open squares, tree lined streets and boulevards and civic centers, where its public buildings are grouped in an environment befitting their importance. In the formation period of cities these are usually unprovided for, rendering their after acquisition costly and often impossible; in this regard Fresno is still largely in the making, hence now is the accepted time in which to plan for her needs in this respect while she is still developing and destined to become the leading city between Los Angeles and San Francisco bay.

QUESTION OF COSTS

"Allowing for these facts, this committee feels a responsibility and a duty to this community fraught with possibilities and achievements of wide public significance. Private enterprise is usually more progressive than governmental action, invariably leading to the occupancy and ownership of desirable lands and locations by private interests rather than public ownership, which in after years renders the purchase of desirable sites for public use rather costly; since all of us pay high taxes reluctantly, it often happens that the taxpayer and voter is adverse to certain public improvements; and again, it is often difficult to secure collective action in matters of community betterment. Unless there has been engendered a healthy civic pride and a unity of action on the part of the voting population, civic centers, parks and boulevards based on an intelligent plan and along correct lines are hardly possible. Even where there is a healthy sentiment in favor of the city beautiful, the question of costs and ways and means of financing must be carefully thought out in advance and be fully understood by the people. Only in this way is it possible to secure favorable, intelligent and effective collective action.

"If growth is maintained, there comes a period in the development of all growing cities, where it is opportune to do 'big things' in a really big and productive way. In its progress, Fresno has reached just such a point. We need a new city hall, a better courthouse, a hall of records, a suitable building to house our courts of justice, a public library and museum. We want more parks, a larger evidence of tree lined streets, boulevards, and public squares. To some these may appear as impossible things, but to the person with vision, initiative and executive ability, they are not only possible but of actual achievement, provided methods are observed and the whole subject is presented in an intelligent manner and the people are informed to fully understand the situation.

FORETHOUGHT NEEDED

"Success in work of this kind is the result of forethought and intelligent planning. While this committee is a creation of the Chamber of Commerce and covers in its title 'Parks and Boulevards' the subjects naturally involve the consideration of a civic center which should be the hub, or radiating point for a comprehensive park and boulevard system. In order to visualize what the committee has in mind, it is suggested that funds be supplied by volunteer subscription, for the making of topographic "raised" maps and plans showing a boulevard and park system, the nucleus of which shall be the courthouse grounds. This will afford ocular demonstration of an intelligent working plan which, when once in evidence, will afford the public an idea of what is tentatively contemplated, and at the same time form a base on which to compute costs; the community will also be in a better position to formulate ways and means for providing the necessary funds with which to develop any plan or plans that might be adopted. These maps, with explanatory notes and descriptions, should be widely used to thoroughly familiarize the public with Fresno's needs and requirements in the way of public improvements—essentials to her prosperity for which she should provide, and for which she has the resources and ambitions to achieve, provided the matter is intelligently presented for discussion and approval of the voters."

FRESNO, CAL. REPUBLICAN, JANUARY 7, 1924

More Parks In Fresno One Of City's Big Needs

(Continued From Page Eleven)

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Something of a substantial nature has already been accomplished in this direction, and more can be achieved along much the same lines if presented in a way rendering it practical and operative. Will it not be wise to provide to-day for an additional acreage for park purposes, in one way or another, while the getting is still good?

Values And Influences Of Parks

Owing to prevailing industrial and climatic conditions in the San Joaquin Valley, public parks are more of a necessity than in other sections. The Summer being unusually warm, it is also the season of our greatest fruit growing activities. Appreciating this, it naturally follows that it is also the time of year when the great mass of our working people find it inopportune to leave their employment and the business man can ill afford to take a vacation. This leads to home recreations, which can be supplied in no better way than by wide stretches of public parks and the grateful shade of stately trees, the green grass and the usual beauty of flowering plants. That this is no fantastic statement is demonstrated by the thousands and thousands of people that congregate daily in Roeding Park during Summer, and particularly on Sundays and holidays.

Other Advantages

The value of parks is not, however, limited to recreation, and the out-of-door pleasures they provide. A well designed, intelligently planted and properly developed public park system has an educational value of much larger sifnificance. It stimulates a love for plant life, bud and leaf, flower and fruit, shrub and tree, green grass and blue sky, that stimulates the adornment of home grounds and a higher appreciation for the glories of the garden.

In a country like the San Joaquin Valley too much stress cannot be put on this phase of the subject, for certain it is that shade trees are a solace to the traveler, green lawns a pleasure to the eye, flowers a joy to young and old, and parks a veritable haven of rest to both mind and body that tends to engender a healthy civic pride, a better citizenship and a higher appreciation for free government.

EXTENSION OF FRESNO'S PARK SYSTEM URGED

Construction Of Beach Along River Bank Advocated

Planning Body Scored For Accepting Maps Of Bad Feature

The need of extending Fresno's system of public parks with the advocacy of a municipal amusement and bathing park somewhere along the San Joaquin river, probably at or near Herndon, was a discussion marking yesterday's session of the city commission.

Only three members were present, Acting Mayor Charles Dillon and Commissioners Thomas Anton and Glen De Vore, but they were unanimously in agreement that more "breathing" and playing spots for the public should be procured in anticipation of the growth of the city and rises in realty values.

Consideration of parks was precipitated by the proposal of Al Braverman that a 20 acre tract at McKinley and First streets, said to be scenically beautiful and peculiarly adapted to park uses, should be acquired as a playground and swimming beach.

Braverman said the land was the subject of a foreclosure action and could be bought for 26 thousand dollars, and that a partial subdivision of the same land had brought 28 hundred dollars an acre.

TEHAMA BEACH REVIEWED

The acting mayor then reviewed the swimming beach and park project of Tehama street, a tract of 13 acres offered to the city for a rental of a dollar a year. Anton espoused a park along the river, expressing the hope that some Fresnans who were large property owners at this point might donate a suitable spot at or near Herndon.

Braverman suggested that negotiations be opened with the Sugar Pine Lumber company with a view to having the mill site on the river revert to the city for park purposes when its life as an industrial property has ended.

Both Dillon and Anton advocated an amusement park, the former declaring that within a decade or two the city would be built as far north as the river and should be provided with a minor Coney Island.

Guy Stockton, real estate operator, threw a small bombshell into the session when, following the acceptance of a planning map, he charged the city planning commission with a dereliction of duty in passing maps in which there were objectionable features.

COMMISSION SCORED

He declared that he knew of two instances in which accepted maps had been in violation of the spirit of city planning, naming Sierra Vista where some streets had blind ends, and Roeding heights as a place where 60 foot streets were cut to 53 feet.

"I don't believe you gentlemen would so readily accept these maps without close inspection and investigation if you knew what things were being put over," Stockton said. "I learned of some of these things and took two members of the planning commission out for an inspection. They were dumbfounded at what they saw."

The planning commission was defended by Frank Rantsma, deputy works commissioner, who said many of the things complained of had been on maps accepted before the present planning commission came into existence and that the change in width of streets had been done by ordinance.

Action on the recommendation of the mayor for transfer of the fire alarm system from the department of welfare and safety to the works department was deferred because of opposition expressed by all three commissioners present, until an investigation had been made.

Acting Mayor Charles Dillon was named as the city's representative on the executive committee for the 1923 Raisin day festival.

City Attorney H. M. Johnston reported that the Santa Fe had practically ended its switching on the main line track because of the near ending of the fruit shipping season but said the protests of residents of Santa Fe avenue was partially merited.

MORE PARKS IN FRESNO ONE OF GROWING NEEDS

Rapid Growth Of City Leaves Recreational Centers Far Behind

TIME IS NOW RIPE TO SET ASIDE MORE LAND

Future Generation Should Be Considered, Says Park Founder

By GEORGE C. ROEDING

FRESNO is no longer a thriving town, but is the growing metropolis of the San Joaquin Valley, expanding at a greater rate than any other city. All of this signifies a continued increase of residential population in all directions, calling for public improvement in a corresponding ratio.

Geo. C. Roeding

Our parks and public squares are to the life and prosperity of cities what the heart and lungs are to the human anatomy, viz., breathing and circulation media for mass aggregations of human beings. Not only do they function along lines that insure physical comforts to congested centers of population, but they also engender a contented frame of mind, and, by stimulating a love for the outdoor life, create a better citizenship and a robust civic pride that is reflected in a prosperity rarely found in towns and cities devoid of nature spots where plant life touches elbows with the toilers at the forge and in the factory, in the counting room and behind the counter.

Parks Neglected

In the inception and planning of cities parks are invariably a negligible consideration, the result being that the after-cost of park sites is out of all proportion to what it might have been if provided for in the founding of cities and towns.

There are things money will not buy, and one is the growth of shrubs and trees; that is only possible in the course of time. Hence, by providing park sites at the inception of towns, we not only economize in the price of land, but, what is of vastly greater consequence, we gain years of time in the growth and development of park vegetation. The pioneer is invariably forced with providing the elemental necessities of existence; the esthetic phases of life are only possible as the demands for the former are provided for.

A Plea For Beautification

In the growth of Fresno city and county and the establishment of fruit culture and other industries in a large way, it is pleasant to record that there is also being awakened a broader appreciation for the adornment of home grounds, tree-lined city streets, public parks and a civic center. For the most part, this has been intermittent and sporadic, often inarticulate and faintly expressed.

In the San Joaquin Valley there are a few examples of good park and boulevard plantings, which is, indeed, not only a large subject, demanding in its design and execution a trained mind in landscape engineering and practical planting, but some legal or authoritative legislation, enforcing rules of control that will secure uniform and harmonious effects.

But Few Public Parks

In California there are comparatively few public parks, streets and boulevards that evince a correct taste and afford pleasing and harmonious effects. Among the former are the Capitol grounds in Sacramento, Golden Gate, and Roeding Park in Fresno, the Civic Center in San Francisco, and possibly a few others. Street tree planting, in order to be effective, should be uniform in character over a considerable area of residence and business sections; not only as to the variety of trees, but also in their relations to each other. The distance from the property line and the sidewalk,

ROEDING GIVES VIEWS ON PARK DEVELOPMENT

Committee Chairman Outlines Fresno Situation

Declares Fresno Will Be Leading City In Interior

Manager H. E. Patterson of the Fresno County Chamber of Commerce has received from George C. Roeding, chairman of the organization's committee on parks and boulevards, comments on the situation here which will be submitted for the consideration of the committee at its next session.

The report follows:

"There is no one thing more vital to the prosperity of cities and the enjoyment of their inhabitants than the possession of an ample system of parks, open squares, tree lined streets and boulevards and civic centers, where its public buildings are grouped in an environment befitting their importance. In the formation period of cities these are usually unprovided for, rendering their after acquisition costly and often impossible; in this regard Fresno is still largely in the making, hence now is the accepted time in which to plan for her needs in this respect while she is still developing and destined to become the leading city between Los Angeles and San Francisco bay.

QUESTION OF COSTS

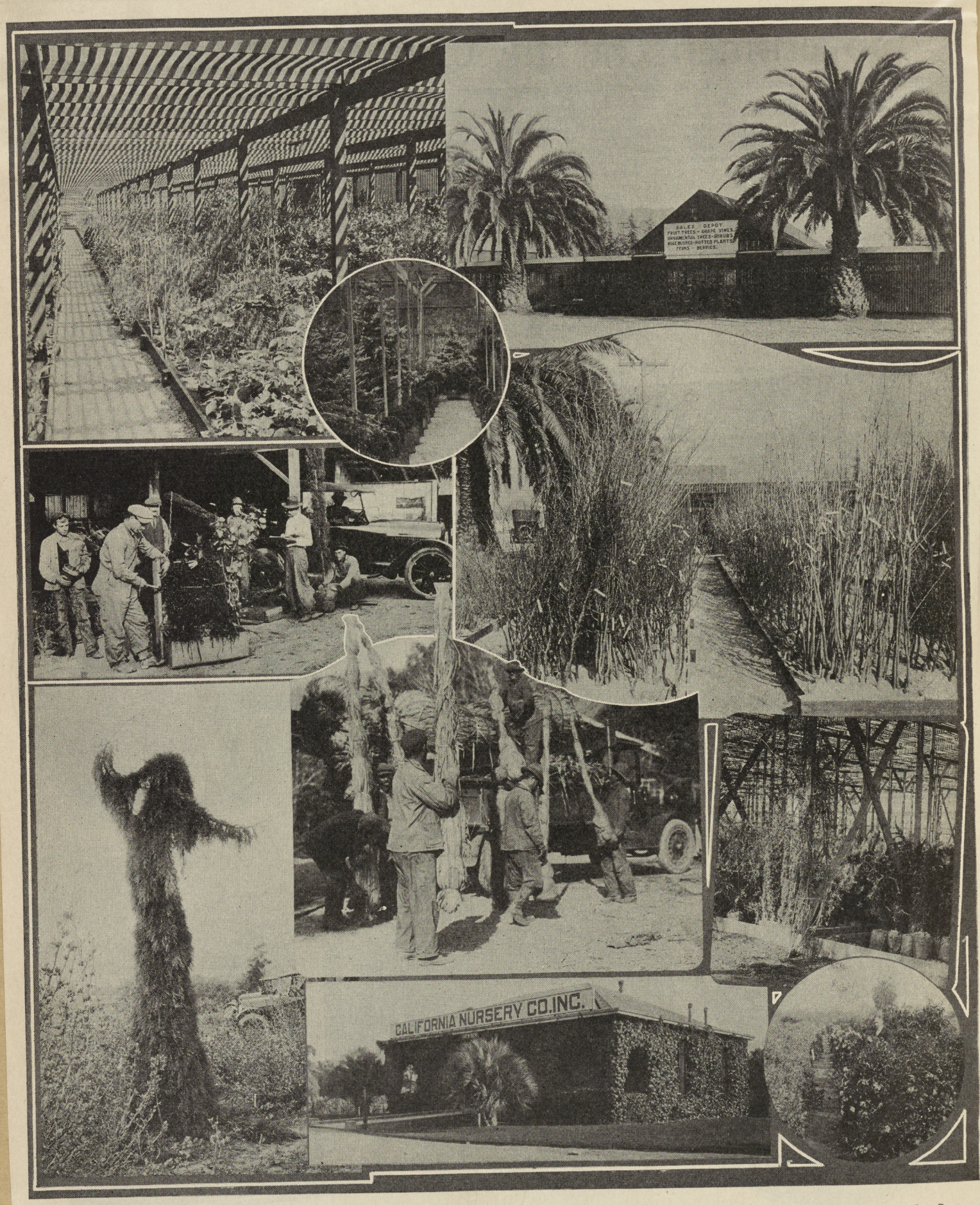
"Allowing for these facts, this committee feels a responsibility and a duty to this community fraught with possibilities and achievements of wide public significance. Private enterprise is usually more progressive than governmental action, invariably leading to the occupancy and ownership of desirable lands and locations by private interests rather than public ownership, which in after years renders the purchase of desirable sites for public use rather costly; since all of us pay high taxes reluctantly, it often happens that the taxpayer and voter is adverse to certain public improvements; and again, it is often difficult to secure collective action in matters of community betterment. Unless there has been engendered a healthy civic pride and a unity of action on the part of the voting population, civic centers, parks and boulevards based on an intelligent plan and along correct lines are hardly possible. Even where there is a healthy sentiment in favor of the city beautiful, the question of costs and ways and means of financing must be carefully thought out in advance and be fully understood by the people. Only in this way is it possible to secure favorable, intelligent and effective collective action.

"If growth is maintained, there comes a period in the development of all growing cities, where it is opportune to do 'big things' in a really big and productive way. In its progress, Fresno has reached just such a point. We need a new city hall, a better courthouse, a hall of records, a suitable building to house our courts of justice, a public library and museum. We want more parks, a larger evidence of tree lined streets, boulevards, and public squares. To some these may appear as impossible things, but to the person with vision, initiative and executive ability, they are not only possible but of actual achievement, provided methods are observed and the whole subject is presented in an intelligent manner and the people are informed to fully understand the situation.

FORETHOUGHT NEEDED

"Success in work of this kind is the result of forethought and intelligent planning. While this committee is a creation of the Chamber of Commerce and covers in its title 'Parks and Boulevards' the subjects naturally involve the consideration of a civic center which should be the hub, or radiating point for a comprehensive park and boulevard system. In order to visualize what the committee has in mind, it is suggested that funds be supplied by volunteer subscription, for the making of topographic "raised" maps and plans showing a boulevard and park system, the nucleus of which shall be the courthouse grounds. This will afford ocular demonstration of an intelligent working plan which, when once in evidence, will afford the public an idea of what is tentatively contemplated, and at the same time form a base on which to compute costs; the community will also be in a better position to formulate ways and means for providing the necessary funds with which to develop any plan or plans that might be adopted. These maps, with explanatory notes and descriptions, should be widely used to thoroughly familiarize the public with Fresno's needs and requirements in the way of public improvements—essentials to her prosperity for which she should provide, and for which she has the resources and ambitions to achieve, provided the matter is intelligently presented for discussion and approval of the voters."

FRESNO, CAL. REPUBLICAN, JANUARY 7, 1924



THE FAMOUS CALIFORNIA NURSERY AT NILES, ALAMEDA COUNTY—This nursery is the largest as well as the oldest in the State of California, and is one of the beauty spots of the Eastbay District. This nursery, the property of George C. Roeding, handles everything grown in the great State of California, and correspondence upon horticultural and agricultural subjects is solicited. Address, California Nursery, Niles, Alameda County, California.

ALAMEDA COUNTY'S LARGE AND SUPERB

PLANT-GROWING INSTITUTION

—The Leader in Its Class in Western America

(See Page Thirteen)

ALAMEDA County enjoys the unique distinction of having within its borders the greatest commercial plant-growing establishment in Western America; distinguished not only for the extent and variety of its economic and ornamental plant products, but for the horticultural research work it has accomplished during its three score years of continuous operation. Founded in 1865 by the late John Rock, California's leading plantsman for half a century, it has done more in the way of exploiting California's superb fruit industry and the dissemination of beautiful shrubs and trees, flowers and vines than any other similar establishment in this country. Much of this was the result of the faith and vision, the initiative and high purpose of its founder and the little band of enthusiastic pioneer plantsmen with whom he was associated, among which were such striking individualities as those of R. D. Fox, J. H. Heun, H. M. Sanborn and Thos. Meherin. It is probably safe to say that eighty per cent of our fruit varieties have at one time or another been developed on the grounds of this establishment. The death of John Rock occurred in 1904, when the active management fell into the hands of W. V. Eberly until its control passed into the hands of Mr. George C. Roeding, who established Smyrna fig culture in America, and was for a quarter of a century the warm personal friend of John Rock. It is indeed fortunate that the work so ably inaugurated by Mr. Rock is to be continued by one who appreciates the significance of this institution to the future development of horticulture in this country.

To insure reliability for its products, John Rock established over forty years ago a "Test Orchard," covering about forty acres of land, embracing at the present writing over 725 different varieties of fruit trees and vines. Like all experienced plantsmen and orchard owners he was keenly alive to the fundamental fact that the base of successful fruit culture is reliable trees, not only as applied to the honesty of name, but also as to stamina and virility. Consequently as soon as record performance trees were established over a period of several years careful observation, and varieties became fixed for their commercial values in the exacting demands of the trade, these became the source of his budwood supplies in the propagation of nursery fruit trees grown and offered for sale by this company. This gave assurance of true-to-label nursery trees and also quality in their development under his experienced care. In a sense these record performance specimens might be termed "Mother Trees," and were often affectionately so alluded to by John Rock. This superb collection of fruit trees is not only to be maintained, but is to form the nucleus of an abroetum for the benefit of horticulture in California by Mr. Roeding.

Protecting the Interest of Fruit Growers

A constant production of nursery fruit trees on a given piece of land soon impoverishes the soil, thereby producing a character of tree lacking in stamina, virility and productive power. There must be a rotation of crops, and periods of soil recuperation, if quality in nursery products is to be maintained; or else a resort to virgin soils must be made. In the light of these facts, it is a practice among advanced plantsmen to grow fruit trees every few years on new ground, a practice religiously observed by the California Nursery Company. For the past few years its fruit tree growing grounds are a feature at Loomis, in Placer County, where conditions are ideal, the land being a fine alluvial soil, producing a very fine, fibrous root system.

The Leader in Ornamental Plant Production

We sometimes question if the people of Alameda County are aware that also in ornamental plant production, the California Nursery Company occupies a foremost position. From its superb stocks came nearly all the large plants that beautified the vast grounds of the Panama-Pacific Exposition in 1915; it is the chief source of supply for the permanent ornamental plant fixtures of over half the gardens in the Bay region. Its superb field-grown quality roses, in an almost endless variety, have long since outgrown their local popularity, and are now a feature of carload shipments to Eastern trade centers; its coniferous and broad-leaved evergreens, palms, trailers and shrubs of every kind are grown in all sizes and prices to satisfy the person of means and the man with a limited income. In the light of these facts it is no wonder that during the planting season there are days when the crowds and automobiles on the grounds of the California Nursery Company make one think of the State Fair or an automobile show.

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One of Alameda County's Big Advertising Assets

The California Nursery at Niles, which is owned and operated by George C. Roeding, a man famous throughout the world of horticulture for his practical experiments with California fruits and the culture of ornamental shrubs. The fact that wonders can be worked at Niles at this nursery is a tremendous advertisement for this county. These are scenes at the nursery. Upper left, ornamental plants and shrubs balled and ready for shipment; right, looking into a lath house showing plants ready to be sold; lower left, the famous palm grove on the nursery grounds; right, balling plants for shipment. This operation is an art in itself and must be carefully done.

Oakland Tribune, Aug 19, 1923.

The people of Alameda county do not generally realiz what an advertising asset to the county is the California Nursery at Niles, and the fact that this nursery is owned and operated by a man with as wide and favorable a reputation as George C. Roeding. Neither do they realize that for several years George C. Roeding has made Niles his home, and that he is giving his personal attention to this largest nursery in the state producing ornamental garden shrubs. Taken in connection with the fruit tree nursery at Loomis, Placer county, owned and operated by the same management, the California Nursery is the largest institution of its kind in the entire state.

The advertising value to Alameda county lies in the fact that the soil and climate of this county is so perfectly adapted to the propagation and culture of ornamental shrubs and that carload after carload of these plants are shipped from Niles to all parts of the Coast, and particularly to Southern California, which has secured a reputation for its wonderful gardens. These gardens are largely supplied from Niles, and after there has been a severe winter that has hurt gardens as well as citrus fruit, the California Nursery is flooded with orders to make good the damage. That damage of this kind can be made good from Alameda county is a climate advertisement that cannot be equaled.

MANY AWARDS.

For years Alameda county has secured award after award at the State Fair and other expositions, solely upon exhibits made by and taken from the California Nursery at Niles. There are many garden and field products in Alameda county that are the best in their class, but a greater variety of these can be found at Niles than at any other one place, and so the exhibit of the California Nursery has for years been the nucleus of the Alameda county exhibits at various expositions.

It is not generally known that George C. Roeding, one of the Californians most noted for his experiments in horticultural lines, has made his home at Niles for several years. Roeding has a reputation, while not as spectacular as that of Burbank, yet considered by some to be approaching that of the Santa Rosa plant wizzard. Roeding has devoted himself to developing fruit that would be a commercial esset to California, and the fig industry owes its present importance to him. The fig had never become a commercial factor in the fruit industry of this state until Roeding developed the "Calamyrna" fig, which is the Smyrna fig of commerce crossed and developed to suit the soil and climatic conditions of the San Joaquin Valley. That was the first variety of fig that was grown commercially in California.

NOTED HORTICULTURIST.

Roeding was long identified with the development of horticulture in the San Joaquin Valley, and for years he made his headquarters at Fresno. Some years ago he purchased the California Nursery from the estate of its founder, John Rock, and he has become so much interested in this particular branch of his many interests that he has taken up his residence upon the grounds of the nursery at Niles, and is giving the great plant his personal supervision.

The California Nursery is essentially a nursery for what is known in the horticultural world as "ornamentals," meaning ornamental shrubs and plants that are used in beautifying gardens and home plots. While Roeding owns several other nursery plants in different parts of the state and while the California Nursery corporation owns an extensive fruit tree nursery at Loomis, in Placer county, the Niles nursery is the pet of Roeding. It is at once his home and his pride, and he is trying to make it the most wonderful nursery in the country if not in the world. And with the home building boom in California as a whole and the Eastbay district in particular to furnish potential customers, there is every reason why Roeding should succeed in his endeavors.

The home growth in the Eastbay district alone is furnishing a demand for ornamental shrubs that the California Nursery finds itself taxed to supply. Every new home built is a potential customer, and with an average of more than 200 homes finished each week in the Eastbay district, it can be seen that there is every reason to back the judgment of Roeding.

MUCH PROPAGATION.

During this year Roeding has undertaken the most gigantic propagation work that has ever been attempted at Niles. The growth that was started during the last few years has all been taken care of and brought one year nearer maturity. This means extensive cultivation in field and in lath houses.

But in addition to this more than a million small plants have been started. This is a big and careful job, but it means that a foundation has been laid such as the California Nursery never had before.

The California Nursery has been, under Roeding's management, thrown open to the public. It was formerly kept closed for fear of vandalism, but Roeding has established the policy of inviting inspection, and the whole institution is open to the public at any time.

Roeding has plans that involve the building of show houses facing on the main highway and when this is done the California Nursery will become one of the show places of the state.

Oakland Tribune
Aug 19 1923

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Three Score Years of Progress

A short history of the effort that has made the California Nursery Company one of the greatest plant growing establishments in Western America.

It was not accident nor an Act of Congress that made California the largest producer of nursey plant products among her sister states; nor can it be wholly attributed to the vision, initiative, judgment and energy of her pioneer plantsmen, though that certainly had its virtues. Fundamentally it was a salubrious climate, a fertile soil and human energy. From the days of gold for fully three decades its development was maintained on that basis, but with the advent of eastern fruit shipments and the commercial production of citrus fruits the nursery business took a sudden turn to the growing of fruit plants. This was inevitable on account of the fierce and feverish development of commercial fruit production that took inception in the seventies and continued for a third of a century. Along with 1910 the "balance" between orchard and vineyard plants and the ornamental began to re-assert itself; by 1915 the latter was quite as much in evidence as the former. Due to the World War and federal quarantines, ornamental plant production in California has made rapid strides. The gross annual turn over for all classes of nursery plant products and florists' stocks in California at the present writing is about fifteen millions of dollars.

In this connection California enjoys the unique distinction of having within its borders one of the greatest commercial plant growing establishments in Western America; distinguished not only for the extent and variety of its economic and ornamental plant products, but for the horticultural research work it has accomplished during its three score years of continuous operation. Founded in 1865 by the late John Rock, California's leading plantsman for half a century, the California Nursery Company has done much in the way of exploiting California horticulture and disseminating many rare and beautiful shrubs and trees, flowers and vines from other countries. Much of this was the result of the faith and vision, the initiative and high purpose of its founder and the little band of enthusiastic pioneer plantsmen with whom he was associated. It is probably safe to say that eighty percent of California's fruit varieties have at one time or another been developed on the grounds of this establishment. The death of John Rock occurred in 1904, when its control passed into the hands of Mr. George C. Roeding, another enthusiastic plantsmen, and the founder of Smyrna fig culture in America. For a quarter of a century a warm personal friend of the founder of the California Nursery Company and an admirer of his fine qualities and abilities as an horticulturist, it is indeed fortunate that the work so ably inaugurated by John Rock is now continued by one who appreciates the significance of this institution to the future development of horticulture in California.

The California Nursery Company also occupies a foremost position in ornamental plant production. From its superb stocks came nearly all the large plants that beautified the vast grounds of the Panama-Pacific Exposition in 1915; It is the chief source of supply for the permanent trees and shrubs that adorn over half the gardens of the Pacific states. Its superb field-grown quality roses, in an almost endless variety, have long since outgrown their local popularity, and are now a feature of carload shipments to eastern trade centers; its coniferous and broad-leaved evergreen trees and shrubs, palms, trailers and climbers of every kind are grown in wholesale quantities. This season the stock is especially strong in large specimen plants in both the conifers and broad-leaved evergreens. These are particularly desirable where immediate effects in landscape plantings are a consideration. Specimen trees range in price according to quality and size. There are also fine specimen plants in the deciduous varieties, especially in the weeping elm and Lombardy poplars, Oriental planes, etc.

To meet the demands of its ever increasing trade, the California Nursery Company has no less than three growing plants situated in different sections of California where soil conditions and climate are favorable for particular lines of nursery plant productions. Chief of these is the home plant situated at Niles, in Alameda county, consisting of three hundred acres, all under intensive cultivation. Here are grown large quantities of ornamental trees and shrubs, palms and roses, and the usual line of nursery and florist plant products. The climate is ideal for growing plants, being exempt from the hot and dry weather of the interior valleys and also from the frosts of more northern regions; the soil is a heavy clay loam which is sufficiently adhesive to "ball" well in the taking up of plants.

At Loomis, in Placer County, the company has another three hundred and twenty acres, of which about two hundred are devoted to the growing of nursery stock, chiefly deciduous fruit trees, grape vines, olives, nut fruits, etc.

In order to supply its immense trade in the San Joaquin valley and Southern California, the company has just added a third nursery consisting of two hundred acres at Modesto, in Stanislaus County, planted exclusively to deciduous fruit stocks, small fruits and grape vines.

This California Nursery Company exhibit won the challenge cup for the best display of Conifers

FRESNO, CAL. BEE—12C
DECEMBER 8, 1923

ALIENS ARE NOT WANTED ON FARM --GEORGE ROEDING

Lax Prosecution Of Quarantine Violators Scored At Annual State Farm Convention

(By Bee Bureau)

SANTA ANA, Dec. 8.—"The agricultural industry in California does not need aliens who can not assimilate with our people." This statement from George C. Roeding, Fresno nurseryman, brought applause during a discussion of the farm labor and immigration problems at the fifty-sixth annual state farmers and fruit growers' convention in session here throughout the latter days of this week.

G. C. Roeding

A slightly divergent view, however, was expressed by George W. Pierce of Yolo County, president of the California Almond Growers' Association. "With legislation forcing out the alien laborer, let us ask who is going to take his place." Some thought a response to this question was found in part of Roeding's address.

The solution of the farm labor problem, so near as any solution is in sight, Roeding said, lies in cultivating among the young people of the oncoming generation a wholesome sense of industry and a respect for labor. Boys, properly encouraged and guided, can be got to take real interest in farm work, he declared, giving numerous examples frim his own experience. When a boy does as much work as a man he should be paid a man's wage, Roeding said.

Idle Should Be Made To Work

The speaker saw no prospect of help to agriculture from the so-called "itinerant worker." For the type of man who spends his time in idleness or roving from place to place, there should be some law compelling him to work.

Pierce painted a pessimistic outlook for the farmer. The real farm laborer is the farmer himself, his wife and family. The average farmer does not make as much as he would have to pay a laborer, Pierce said, and often no account can be taken of the work done by the family, so narrow is the gap now existing between farm production costs and commodity prices.

Roeding said farm labor is as efficient now as it was twenty years ago. With this, Pierce disagreed, declaring that labor right along is becoming less efficient.

The function of the California Farm Bureau Federation is to express in an organized way the views of its members, declared A. C. Hardison of Ventura, federation president. It wishes also to lend the right of its influence to enforcement of just laws. Hardison was speaking of quarantine measures, which he said have been of immense value to the agricultural industry of California. The standardization laws, too, he commended. "Standards can be enforced only when they are backed by public opinion," he said, and added that these laws are a protection to producer and consumer alike.

During a discussion of quarantine enforcement the attitude of J. Burke, federal district attorney for Southern California, was criticized from the floor in that it was alleged he had failed to prosecute vigorously cases where violation of the federal quarantine measures were involved. It was promised that a resolution would be presented as representative of the convention's attitude on this question.

Figures were presented by C. C. Teague, president of the California Fruit Growers, to show that during the season just past the loss to California farmers from fungus and insect pests reached $93,000,000, an amount exceeding the entire budget for state government.

Remedial Legislation Urged

The convention adopted a resolution presented by James Mills of Hamilton City urging legislation that would provide a non-partisan council or board of regents, who would appoint the state director of agriculture and advise with him and with the governor on agricultural affairs. This measure would take the department beyond the pale of politics, according to Mills, who is chairman of Governor Richardson's agricultural council.

At the annual convention of the state association of county horticultural commissioners, which preceded the farmers' convention, Fred Roullard, Fresno, retired from the presidency and was succeeded by A. W. Brock, Orange County. C. C. Turner, Placer County, was chosen vice president and A. H. Call, Ventura, secretary-treasurer. Roullard is chairman of the executive and legislative committee and others on this important committee include Frank Brann, Tulare; A. E. Morrison, Sacramento, and A. L. Kingwell of Glenn.

Many of the speakers at the farmers' convention paused for a tribute to John S. Chambers, former state controller, whose appearance at the sessions, death prevented. Chambers was to have discussed Immigration and Labor. "The passing of Chambers has left a place in public and private life that will be hard to fill," said George Roeding. "He is mourned by all who knew him."

NOTHING ADDS MORE BEAUTY TO HOME GARDEN THAN ROSE

S.F. Bulletin 10/28/1924

By GEORGE C. ROEDING
President, California Nursery Co.

There is nothing which adds so much to the beauty of the garden as the rose. It stands out more prominently as a year-round blossom for the garden, home decoration and for florist's use than any other flower in the garden.

Some varieties which combine substance and fine coloring of blooms, which are pleasing to the eye in the bud and when fully opened and which are also deliciously perfumed follow:

Cheerful—The coloring is so unique that its description is very difficult. It has been referred to as a rich orange flame, the flame shade overspreading the petals, the bases of which are orange yellow. The two shades create a color hitherto unknown in roses. The buds are long and pointed; the expanded flowers are large and spreading. Blooms continuously throughout the season.

Dean Hole—Silvery carmine, shaded salmon. Buds enormous and very long pointed, opening into a mammoth flower of great substance. A very vigorous and strong grower.

Erna Teschendorff—The color is a brilliant carmine red. Its free blooming qualities and its permanency of color, which has been lacking so much in roses of this class, make it particularly desirable.

Frau Karl Druschki (sometimes called the White American Beauty)—Snow white, flowers extremely large, yet beautifully formed. Growth very strong with abundant foliage. The Hybrid Perpetuals are spare bloomers, but it is not so with this variety.

General MacArthur—Fiery red. It has magnificent color, is a very free bloomer and possesses the richest fragrance. It is therefore not surprising that it has attained such great popularity. It is healthy, vigorous and is not subject to mildew. A valuable rose for our climate.

George Dickson—Deep scarlet, shaded velvety crimson. The coloring is wonderfully rich, especially in half-opened flowers. The ground color is red with scarlet tips, while the inside of the expanding petals is nearly black. Fragrance very rich. Growth extremely vigorous, almost like a climber. Won the gold medal awarded by the National Rose Society of England.

Figs and Raisins and Walnuts

Convincing evidence of the ability of California to produce luscious fruit and toothsome nuts of as fine a flavor as competing countries can raise, and as the palate could desire, was afforded through the sampling thereof by members of the staff of the F. E. and H. T. W. this present week. Thanks to the kindly thought of our good friend, George C. Roeding, president of the California Nursery Co. of Niles, Cal. a beautifully packed box, addressed to the editor, reached this office in good season for the holiday festivities.

We do not know if the California Nursery Co. is handlnig in a commercial way these boxes of mixed Raisins and Figs (with a shelled Walnut inserted in each), but it does look as though a large business could be built up in this direction (private family trade) on the same lines as the finest Florida Grapefruit is merchandized. To Mr. Roeding, it will be remembered, is due the credit of introducing from Smyrna the fertilizing insect which has rendered Fig culture in California successful.

Florists Exchange
Directories 1923.

S.F. Bulletin 10/28/1924

Health Is Life

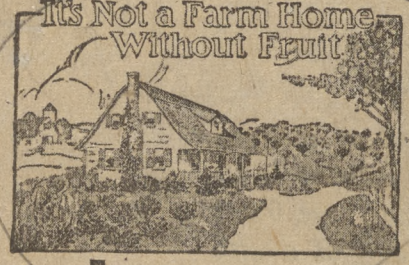
Prolong your life by enjoying your garden! It is a pleasure for us to aid you in laying out your grounds, or in helping you to select some particular plant. Our nursery is ready to serve you at any time during the week.

California Nursery Co.

Niles, California

VISITORS ALWAYS WELCOME

CALIFORNIA NURSERY COMPANY VERIFIED VARIETIES NILES, CAL. REG. U.S. PAT. OFF.



SAN FRANCISCO CHRONICLE
10/23/1924

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SAN FRANCISCO
CHRONICLE
10/23/1924

DECEMBER IS TIME FOR ROSE

Early Planting Declared Always Advisable by S. F. Expert

By GEORGE C. ROEDING

The best time to set out roses is from December to April. Early planting is always advisable as the plants make new roots long before they show any growth in the plant itself. The matter of selection of varieties depends somewhat on situation, soil characteristics, and individual taste.

Intending planters will find it advantageous to place their orders in advance if they desire to secure a selection of the best varieties. Many of the leading nurserymen in California engaged in growing roses on a large scale make shipments to the East and Middle West in car load lots, and it frequently happens that those desiring the very latest and newest varieties are unable to secure them because the supply has been exhausted before they placed their orders.

CARE NECESSARY

Roses will do well under ordinary conditions, but will give much better results if given some careful attention at the time of planting. The ground should be thoroughly spaded and a limited quantity of well rotted manure worked into the soil. Do not use fresh fertilizer except as a mulch.

The bushes are lightly pruned before leaving the nursery. In addition it is advisable to thin out the branches not leaving more than three at the outside, and pruning them back to at least twelve inches when planting.

Examine the roots carefully and do not be afraid to cut them back within six inches of the stem of the plant. Straighten out all roots and as the dirt is filled in see that it is well packed around them; this keeps out the air and encourages the growth of fibrous rootlets. Be sure that the rose is planted so that where it is budded, the union of the bud and stock shall be at least three inches below the surface of the ground.

SOAK OVERNIGHT

If the plants are at all dry, soak them over night in a bucket of water before planting. Tree or standard roses are to be handled in about the same way.

Just bear in mind that tree roses are budded about three feet above the ground on a wild rose stock, and do not permit some ambitious gardener to cut off the top where the rose is budded on the stock. It is absolutely necessary to stake tree roses as the stems never attain sufficient strength to support the heavy top during severe winds. Further pruning varies with different classes of roses, but all should be cut back at least once a year before the new growth is started. In all cases the short, crooked growth should be removed entirely and the stronger shoots cut back moderately, leaving enough to form the basis for the new growth.

SAN FRANCISCO EXAMINER
10/24/1924

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California Nursery Co.
Niles, California

VISITORS ALWAYS WELCOME

CALIFORNIA NURSERY COMPANY VERIFIED VARIETIES NILES, CAL.

COTONEASTERS EASY TO GROW

By GEORGE C. ROEDING,
(President, California Nursery Co.)

There is no State in the Union which offers such a variety of attractions in plant life in the winter months as California.

The architects of today are vying with each other in creating originality in homes, and the owners of attractive homes are appreciating the necessity of effective planting to set them off.

Even in our equable climate it is not possible in the winter months to have the wealth of flowers which grace the gardens during the summer months. Therefore, in planting it is just as important to arrange the foundation plan of the garden as it is to feel confident that your home is built on firm foundations.

No class of shrubs command a greater popularity in garden making than Cotoneasters. Planted alone or intermingled with other plants they are so distinctive with their wealth of either golden yellow or brilliantly red-colored berries that they personify in every sense of the word the Christmas cheer of the Holiday Season.

They are of easy culture, finding conditions particularly to their liking in the bay counties. They retain their vividly colored berries from November to May. The flowers are small, solitary, in axillary or terminal Cymes, and vary from pink to white in color. The leaves are small, simple, gray-green or bright green.

Some varieties are upright in growth, others sprawling, almost trailing. When planted in masses against a wall, building, or in corners they lend a most pleasing and warm effect to the garden, and make up for the loss of the great variety of flowering annuals during the winter months.

Cotoneasters are indigenous to China and the Himalaya mountains. They are well worthy of a place in every garden, large or small, as evidenced by their universal use in our parks.

Among the suitable varieties are:

C. augustifloia—Growth spreading somewhat spiny. Leaves long and narrow. Berries very abundant, orange yellow, develop their color late and hold it throughout the winter.

C. francheti—Growth, upright. Well distinguished by its very arching branches which give it a most graceful habit. Flowers pink. Berries yellowish red.

C. frigida—A very strong growing species with leaves as much as four inches long. Flowers white. Berries brilliant scarlet in large clusters. When loaded with a heavy crop of berries it is indeed a remarkably striking specimen. Grows very vigorously and should be well pruned.

C. pannosa—A very beautiful shrub of upright growth. Branches long, slender and slightly arching, covered with purplish mahogany bark. Leaves deep, rich green above, and covered with silvery down beneath and along edges. Flowers white. Berries born in great profusion in the fall, are vermillion red. The branches loaded with berries can be cut and kept in water for weeks.

SAN FRANCISCO EXAMINER
10/24/1924

S. F Call 11/6/24

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California Nursery Co.
Niles, California

VISITORS ALWAYS WELCOME

CALIFORNIA NURSERY COMPANY VERIFIED VARIETIES NILES, CAL.

Colorful Flowers Entrance Visitors

By GEORGE C. ROEDING
President California Nursery Company, Niles

There is no feature more attractive to the new arrival in California than the brilliant coloring of flower and fruit displayed by the evergreen trees and shrubs in our parks and gardens. The kinds and varieties are indeed many, hence a list that would embrace even a portion is not feasible.

The popularity of this class of plants is due quite as much to their easy culture as it is to their beauty of foliage, flower, and brilliant colored berries.

All find conditions particularly to their liking in the bay region and in the coastal counties; many are effective either planted in masses or groups, and all can be used to advantage as single or specimen plants. Likewise, all do well in any good garden soil, and require no special attention or after care when once established. Evergreen shrubs are always taken up with a ball of earth or in containers, which insures their growth when planted in the garden.

CARE NECESSSARY

A little care in planting is all that is required to secure a robust growth and proper development.

S. F. Call, Feb 9- 1925

VARIETIES OF EVERGREEN POPULAR HERE

By GEORGE C. ROEDING
President California Nursery Company

With the development that is taking place in the way of home building throughout the bay region, the intelligent adornment of home grounds becomes a matter of more than passing moment to every owner of a home and a plot of ground. For, after all is said and done, plant life adds a beauty and a value to the home that no one can afford to ignore; indeed, it has not only a commercial value but it is an evidence of good citizenship and civic pride.

Intelligent garden planning for the average home grounds can be done at small expense and the selection of plants necessary purchased for a moderate sum. It is advisable, however, to have a working plan, which can often be supplied by the local nurseryman, who will also give suggestions as to what plants may be desirable for a particular environment. Often the catalogues of seedsmen and nurserymen afford suggestions for planting and the after care of shrubs and trees that will prove sufficient. Where the area to be planted is of some size it may be desirable, however, to call in the services of a landscape architect.

In a country like California, where all season is summer, the enjoyment of a well-kept garden is practically continuous. Appreciating this, the evergreen varieties are widely popular and especially do the coniferous trees make a strong appeal for their fine form, graceful foliage and sturdy habit of growth. The following are some of the more desirable varieties:

The white fir (Abies concolor) is really a handsome tree of regular and symmetrical habit, which appeals to the imagination and our pride because a native of our California mountains. The bark is an ashy gray; leaves long and slender, light green in color and gloucous; the tree is quite resistant to drought.

S. F. Bulletin Feb 11, 1925

Rose Described as Queen of Flowers

Planting Is Easy for San Franciscans

By GEORGE C. ROEDING
President California Nursery Company, Niles

Of all the flowers that blaze their color to the sun in the garden or illuminate hall and corridor, living room and the hours of joy and sorrow, the rose is the emblem of unspoken expression that reaches the mind and heart as does no other flower. In the words of the poet Moore:

"You may break, you may shatter
the vase if you will,
But the scent of the rose will hang
round it still."

From time immemorial it has been the theme of painters and poets and nowhere has it found a more glorious expression than in the gardens and homes of the San Francisco bay region. There is a variety for early need; a kind for every purpose, a color and type calculated to gratify all tastes. There are climbers and trailers, bush plants and tree roses, varieties that meet various conditions of exposure and different kinds of soil, so that rich and poor, owners of estates and city lotters, can all enjoy choice collections as their means and ambitions may suggest.

EASILY PLANTED

Roses can now be planted to advantage, particularly so because the rainfall in this section has been ample to put the soil in fine condition. The selection of suitable varieties depends somewhat on the situation, size of ground and the character of soil, and individual taste. Intending planters will find it advantageous to consult the nurseryman supplying the plants, explaining the environment in which they are to grow.

Roses will "do well" under ordinary conditions, but will give better results with extra care and attention. The ground should be thoroughly spaded and unless very rich, should have some well-rotted manure worked in. Fresh manure is likely to kill the plants unless placed on the surface as a mulch after planting is completed.

If soil is light and sandy, it is well to work in a good proportion of heavy soil.

PARTIALLY PRUNED

The bushes are partially pruned before leaving the nursery.

Climbers and very strong varieties may be planted as they are, but weak growers should be pruned back even further.

Examine the roots carefully; if calluses have formed at the tips, let them remain as they are. Where the ends show no calluses, cut off the tips so that the fresh wood will come into close contact with the soil. Straighten out all roots and as the dirt is filled in see to it that it is well packed around them; this keeps out the air and encourages a prompt growth of rootlets.

Be sure that the bush is planted enough lower than it grew so that the point where it is budded shall be three or four inches beneath the surface. If the plants are at all dry, soak them overnight in a bucket of water before planting.

TREE ROSES

Tree roses are to be handled in about the same way. They are pruned back pretty well before shipment. It is absolutely necessary to stake them when planted and to keep them staked thereafter, as the stems never attain sufficient strength to support the heavy top during severe winds.

Further pruning varies with different classes of roses, but all should be cut back at least once a year before new growth has started. Weak growers require the most pruning, strong growers the least. In all cases the short, crooked growth should be removed entirely and the strongest shoots cut back moderately, leaving enough to form a basis for new growth. When pruning standards it is necessary to give attention to the form of the head, so that it may remain symmetrical and globular.

S. F. Chronicle Feb 12, 1925

This is planting time--The ideal time to plant your family garden and beautify your home grounds

TREES (FRUIT and ORNAMENTAL) SHRUBS, PLANTS, VINES, and ROSES

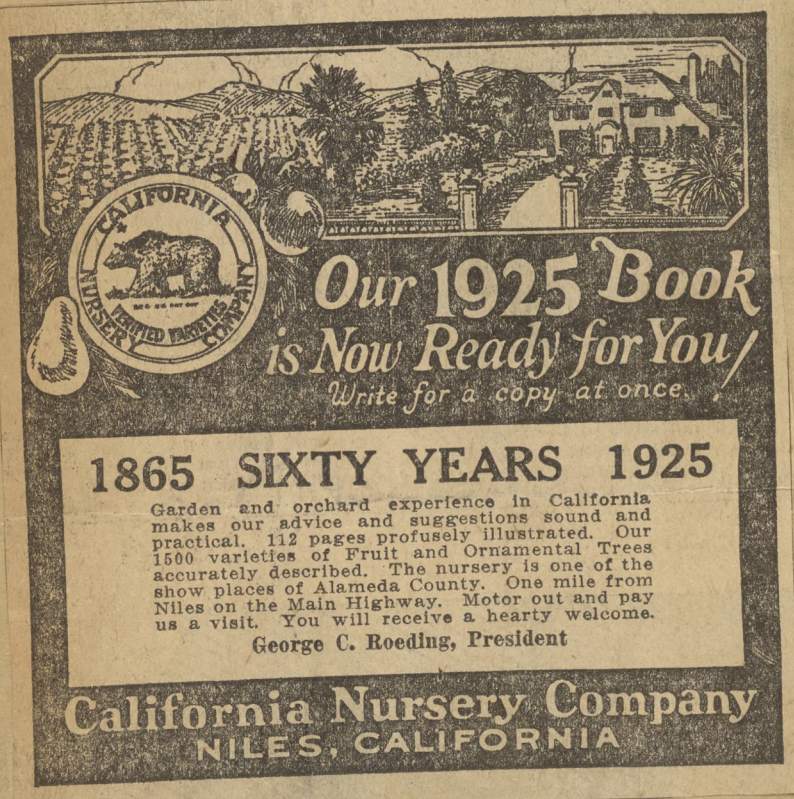
Are the gifts of nature that become a living part of your home. Of pleasure to you as well as the passerby. We are specialists in the propagating of this plant life, and have over 400 acres devoted to its culture.

MOTOR OUT TO THE NURSERY *and make your selection on the grounds. Write for a copy of our new illustrated descriptive catalogue celebrating our 60th Anniversary.*

CALIFORNIA NURSERY COMPANY

GEO. C. ROEDING, *President*

NILES, CALIF.



S.F. Bulletin, Feb 11, 1925

SIXTY YEARS OLD

The California Nursery Company at Niles is the oldest and largest on the Pacific Coast and has just celebrated its 60th birthday by putting forth an unusually large and handsome catalog, so large and handsome, indeed, that the layman would scarce recognize it as a commercial catalog.

On the cover is a fine tri-color view of the state capitol and grounds at Sacramento, with so little of lettering below that it constitutes an unspoiled work of art. The interior teems with an abundance of illustrations and plant descriptions that are a material aid to the intending planter. Added to these are several introductory pages for: "Those Who Plant" telling all about suitability of soils, digging holes, planting, pruning, irrigating and continuous care. Its 112 pages are so filled with profitable reading that it is a valuable horticultural guide for all who till the soil.

C. Cultivator
Feb 21-1925

S.F Examiner 2/6/1925

MAKE GARDEN SIMPLE, SAYS SEED EXPERT

Nature's Own Scheme Should Be Followed and Full Landscape View Be Clear Always

By GEORGE C. ROEDING,
President California Nursery Co.,
Niles, Cal.

Three centuries ago no less an authority than Lord Bacon wrote that "Men come to build stately sooner than garden finely." This aphorism is as true in our day as it was in the time of Bacon. Not only do we build finely, but often we fail to adorn the surroundings with plant life, or the planting is done with so little regard to harmonious effects, when the plants develop, as to lose all sense of beauty and pleasurable sensations.

Possibly in regions of a harsh climate and refractory soils this is accounted for because of the difficulties to be overcome, but under prevailing conditions of soils and climates in this State there is no reason why every home, be it a cottage or a mansion, should not enjoy plant life in the form of a well-arranged garden.

GARDENS ENHANCE VALUES.

The building in its interior decoration and furnishing is provided for, but by this time the investment is often so reduced as to leave little for the adornment of the surroundings. We would modify the process—make our garden plan and selection of plants first and then fit in the buildings so as to harmonize with the planting scheme when the plants selected attain size and development.

In this section the possession of beautiful home surroundings is within reach of every home owner, at a cost within range of even moderate purses. Hence it should be more in evidence.

Beautiful home grounds and family gardens not only lend a charm and a sense of physical comfort to every community, but they enhance property values, thus furnishing an economic consideration and a gratification to one's sense of the beautiful.

No matter how small or how simple, it is always advisable to have a plan to work to. In the average city lot plantings any well-established nurserymen will cheerfully give information and suggest a suitable selection of plants; where the area is of some size or the land is irregular and varying elevations it will be advisable to call in the services of a landscape architect. Many of the leading plant and seed catalogues give planting instructions that furnish all the information required. There are, however, basic rules that in a degree apply to all planting operations.

PLAN LAWN CAREFULLY.

Follow nature and preserve open spaces.

A natural meadow is grass surrounded with herbaceous flowering plants and shrubs, while beyond are the taller growing trees. Many people with a small piece of ground plant a lawn in the center of which is placed a forest tree or a fan or featherleaved palm, with here and there a half a dozen annuals. The tree or palm soon attains size and literally covers the entire space, thus obstructing all view and retarding the growth of smaller plants contiguous to it.

Better preserve the lawn by eliminating the center piece and flanking it with a few choice flowering plants and in the rear—which will in many cases be against the house—place a few choice shrubs.

This will maintain the open view and yet afford some color and a pleasing effect in tree life.

GROUP EFFECTS BEST.

The approach to the house should be by a path to one side and with a curve in it if possible. By so doing the lawn or "open" view will be unbroken, and much more effective.

Another rule to observe is to plant in masses rather than isolately. Group each kind of plant by itself. It is anything but an object of beauty to see a garden with a rose bush here and a few carnations and pansies over there. For best effects group roses, dahlias, chrysanthmums, etc. By an intelligent selection your garden can be made a blaze of color, and with the selection of a few choice shrubs will present a pleasing effect throughout the year.

The third thing is to avoid straight lines.

Remember that nature abhors them, and man can only make one by the aid of a mechanical contrivance. Everywhere in nature one sees beautiful curves, none of which are abrupt. Where the turn comes in your walks plant a shrub or small tree which will still further lessen the suggestion of corners.

It might be well to bear in mind that the "Oh look at me" garden is usually short lived, being over crowded and wanting in perspective. Likewise avoid the criticism of a friend of mine who said that his neighbor had a Queen Anne front yard and a Mary Ann back yard.

S.F. Examiner 2/6/1925

Our 1925 Book is Now Ready for You!
Write for a copy at once

1865 SIXTY YEARS 1925

Garden and orchard experience in California makes our advice and suggestions sound and practical. 112 pages profusely illustrated. Our 1500 varieties of Fruit and Ornamental Trees accurately described. The nursery is one of the show places of Alameda County. One mile from Niles on the Main Highway. Motor out and pay us a visit. You will receive a hearty welcome.

George C. Roeding, President

California Nursery Company
NILES, CALIFORNIA

OAKLAND

ORNAMENTALS

OF EVERY DESCRIPTION

MOTOR OUT!

Spring Is Here---
Plant Your Garden!

Enjoy your home—make it a harbor of contentment and pride by selecting trees, shrubs, roses, vines, etc., that will harmonize with your particular surroundings. Our 400-acre nursery filled with 1500 varieties of plants, many of which are clothed with their Spring foliage, is just a pleasant scenic drive over the Foothill Boulevard. Bring your planting problems with you. We have satisfied thousands of others—let us demonstrate our ability to please you.

CALIFORNIA NURSERY COMPANY — VERIFIED VARIETIES — Niles, Cal.

California Nursery Co.

Niles, California

Oakland Tribune March 1, 1925

BARGAINS IN

CHOICE ROSES

CALIFORNIA NURSERY COMPANY — VERIFIED VARIETIES — Niles, Cal.

For over fifty years we have specialized in the growing of sturdy rose plants that do well in this section of the state, hence we are in a position to supply the kinds that will prove satisfactory from every point of view. Our assortment covers varieties for color effects in the garden; those that are fine for cutting in the bud and the full blown flower; climbers for porch and pergola; and the standard tree roses for aligning walks and planting in groups. All our roses are budded stock and field grown, of robust growth, with vigorous tops consisting of three or more leaders and a strong root system. In brief the kind that grow and produce flowers; all of which are offered at especially attractive prices.

Motor out to Niles and make your selection before our stocks become exhausted, and enjoy looking over our assortment of over 1200 varieties of shrubs and trees—The show place of Alameda county. Catalog on application.

California Nursery Co.

Niles, California

Oakland Tribune March 8, 1925.

The California Nursery Company *of* Niles, Calif.

has a world-wide reputation. It is an institution which Alameda County has every reason to be proud of. It is celebrating its 60th Anniversary and has just issued a Garden Guide describing over 1500 varieties of trees and plants. Write for this most interesting and valuable booklet; or, better still, motor out to the Nursery. Visitors are always welcome.

Oakland Tribune
Year Book, 1925.

COLOR
in the home garden

Nearly everyone associates color in the garden with annual and perennial plants, forgetting that there are many kInds of evergreen shrubs that for beauty of flower and brilliant colored berries and a pleasing foLiage add a charm that nothing else will supply. In this class are the cotoneasters and the hawthorns, hEathers, pyracanthas, Spanish brooms, coroniallas, California wild lilac, Mexican orange, etc. Motor out and see theSe and thousands of other kinds of shrubs and trees, including a superb selection of tree and bush roses.

Catalogue Free

California Nursery Co.

Niles, California

GEO. C. ROEDING, President.

CALIFORNIA NURSERY COMPANY VERIFIED VARIETIES Niles, Cal.

Oakland Tribune Feb. 22, 1925

MAKE GARDEN SIMPLE, SAYS SEED EXPERT

Nature's Own Scheme Should Be Followed and Full Landscape View Be Clear Always

By GEORGE C. ROEDING,
President California Nursery Co.,
Niles, Cal.

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Possibly in regions of a harsh climate and refractory soils this is accounted for because of the difficulties to be overcome, but under prevailing conditions of soils and climates in this State there is no reason why every home, be it a cottage or a mansion, should not enjoy plant life in the form of a well-arranged garden.

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Better preserve the lawn by eliminating the center piece and flanking it with a few choice flowering plants and in the rear—which will in many cases be against the house—place a few choice shrubs.

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GROUP EFFECTS BEST.

The approach to the house should be by a path to one side and with a curve in it if possible. By so doing the lawn or "open" view will be unbroken, and much more effective.

Another rule to observe is to plant in masses rather than isolately. Group each kind of plant by itself. It is anything but an object of beauty to see a garden with a rose bush here and a few carnations and pansies over there. For best effects group roses, dahlias, chrysanthmums, etc. By an intelligent selection your garden can be made a blaze of color, and with the selection of a few choice shrubs will present a pleasing effect throughout the year.

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It might be well to bear in mind that the "Oh look at me" garden is usually short lived, being over crowded and wanting in perspective. Likewise avoid the criticism of a friend of mine who said that his neighbor had a Queen Anne front yard and a Mary Ann back yard.

S.F. Examiner
Feb. 6, 1925

If soil is light and sandy, it is well to work in a good proportion of heavy soil. The bushes are partially pruned before leaving the nursery but much better results will be attained if they are pruned again for planting. Examine the roots carefully and trim them back at least one-half. Straighten out all roots and as the dirt is filled in, see to it that it is well packed around them. This keeps out the air and encourages a prompt growth of rootlets. Be sure that the rose is planted enough lower than it grew so that the point where it budded shall be three or four inches beneath the surface. If the plants are at all dry, soak them over night in a bucket of water before planting.

MANY VARIETIES

Climbers and Trailers — Among climbing roses the Dorothy Perkins is a strong and vigorous grower and blooms profusely in early spring; foliage glossy green; flowers double and a handsome shell pink in color. Climbing Liberty is a brilliant velvety crimson of good shape and substance; a free and constant bloomer. In whites the Climbing White Cochet is a rampant grower with buds and flowers beautifully formed. The Climbing Cecile Brunner is a free bloomer with flowers a brilliant salmon pink in color. This is a California introduction.

For Cutting and Indoor Decoration. — Everybody enjoys bouquets of flowers in the dining and living rooms of the home, and among varieties that lend themselves to this purpose the Dean Hole is quite a favorite. It blooms silvery carmine, shaded salmon; buds of large size long and pointed; growth vigorous.

Kaiserin Augusta Victoria is easily one of the most popular of white roses. Flowers large, full and handsome in form with reflexed outer petals.

EXPERT POINTS ON VARITY OF ROSES

No garden is quite complete nor can the selection of plants in the adornment of home grounds be wholly satisfactory without a collection of roses. Particularly is this true of the East Bay region, where prevailing conditions of soil and climate are peculiarly favorable to rose culture. Here the rosarian can enjoy his favorite flower in open ground for a longer period of the year than is posible elsewhere. Here also a larger assortment of varieties is at command, thus affording roses for every purpose and satisfying to every taste.

In giving expert advice on roses, George C. Roeding, president of the California Nursery company, said:

In the creation of a choice collection it is advisable that the roses be planted in beds or rows independent of other plants, though it is permissible, and often effective, to use a standard or tree rose here and there with other shrubbery.

Among a mass of green foliage the flowers often afford a blaze of color that adds much to the beauty of less colorful shrubs.

CAREFUL DRAINAGE

Any good garden soil will grow roses, provided it is well drained. The ground should be thoroughly spaded and unless very rich, should have some well-rotted manure worked in. Fresh manure is likely to kill the plants unless placed on the surface as a mulch after planting is completed.

Oakland Enquirer
Feb. 26 1925

EXPERT POINTS ON GARDEN ADORNMENT

Remarking on the great development that is taking place in home building throughout the greater east bay district, George C. Roeding, president of the Valifornia Nursery company, states that the intelligent adornment of home suroundings becomes a matter of more than passing interest to every owner of a home with a fair sized lot.

Roeding said, "After all is said and done plant life adds a beauty and a value to the home that no one can afford to ignore.

"In a country like California, where each season is summer, the enjoyment of a well kept garden is practically continuous. Appreciating this, the evergreen varities are widely popular, and especially do the coniferous trees make a strong appeal for their fine form, graceful foliage and sturdy habits of growth. The following are some of the desirable varieties for planting in the coastal region of the state:

TYPICALLY CALIFORNIAN

"The white fir (Abies concoler) is really a handsome tree of regular and symmetrical habit which appeals to the imagination and our pride because a native of our California mountains. The bark is an ashy gray, the leaves are long and slender, light green in color and glaucous. It is quite resistant to drouth and is desirable as a specimen on the lawn and where space permits is also strikingly e ffective in groups.

Abies cephalonica is another beautiful tree growing rather broad for it s height. Thee foliage is of dark green above, silvery beneath, dagger shaped and rather acute.

BEAUTIFUL TREE

Among the true cedars the Indian cedar (Cedrus deodara) deservedly occupies a prominent place in California home grounds and public parks. Being pyramidal in outline, the lower branches spreading evenly over the ground, renders it a symmetrical object of beauty on the lawn.

Cedrus atantica glauea the "Blue Mt. Atlas Cedar," has intensely glaucous or silvery leaves, pyramidal in form and really is one of the most strikingly beautiful trees we have. When young, the growth is irregular and straggling, but with age it attains a symmetrical and compact form."

Oakland Enquirer
Feb. 21 1925

MUSCLE SHOALS

What to do with Muscle Shoals is the question that has been troubling our national legisiators, our agricultural organizations and various and sundry manufacturing and power corporations ever since the American people were awakened to the fact that the proposition must have some value or Henry Ford would not have offered to take it off the government's hands. Doubtless had it not been for this offer the disposition of Muscle Shoals would not now be exciting such nation-wide attention. Like many of our other war-time undertakings it would probably have either been sold to the highest bidder or junked and the loss charged off to war necessities but when it became known that Henry Ford wanted the plant everyone knew that it must be a valuable piece of property.

Now that the Ford offer has been withdrawn, the question of whether the government should complete the project and operate it as a nitrogen manufacturing plant to supply agriculture with cheaper fertilizers, or turn the project over to private interests for the manufacture of electrical energy to be distributed throughout the adjacent area, seems to be the stumbling block in the way of a final settlement of the controversy.

After having made a personal inspection and study of Muscle Shoals and the wonderful possibilities it offers for the manufacture of cheap nitrates for agricultural use, Geo. C. Roeding says: "My visit to the place was a revelation and so impressed me that on my own initiative I am trying to explain the situation as I see it in the hope of creating a public sentiment that will prove sufficiently effective to influence legislation at Washington that will maintain governmental ownership and provide ways and means for governmental operation."

Mr. Roeding is directing an active campaign in behalf of the farmers and fruit growers of the United States to prevent Muscle Shoals from being turned over to private interests and to save its vast power resources for the manufacture of cheaper plant food.

No one knows the needs of agriculture better than Mr. Roeding and no one realizes more fully than he how essential it is that some means be provided whereby an ample and fairly cheap supply of fertilizers may be assured our farmers and fruit growers in the no distant future if we are to maintain a profitable production of our farm and orchard crops.

It is not his contention that the government should go into the business of selling fertilizers but rather that nitrates be manufactured and supplied to fertilizer manufacturers at prices that will permit their making lower prices to the farmers.

We believe that this question is of sufficient importance that it merits the support of the entire agricultural industry and that every farmer and fruit grower should see that the congressman of his district is urged to vote for the retention of Muscle Shoals for the advancement of agriculture.

Calif Cultivator
Feb. 21, 1925

Prominent Horticulturist's Views On National Affairs

Geo. C. Roeding of California Favors Development of Muscle Shoals Plant and Urges Others to Do So.

THE F. E. and H. T. W. has occasionally—but not often—been criticized for giving space to matters which fall not wholly within the field of horticulture. Its feelings in the matter have always been, however, that whereas its purpose was, first of all, to aid and inform its readers as horticulturists, it would be but poorly performing its duties if it did not also seek to aid and inform them on allied but general matters that vitally affect them as citizens.

Maintaining this attitude, it is glad to accede to the request of George C. Roeding of California to publish a copy of the telegram he sent on Feb. 2 to President Coolidge regarding the development of the Muscle Shoals nitrate plant. Those who know of Mr. Roeding as a big and successful business man may perhaps be surprised to learn that he has been actively interested in the larger agricultural affairs for some years—even before he was appointed to the wartime Agricultural Advisory Board. He was for eight years a member of the California State Board of Agriculture, and for three years its president. Horticulturists are, of course, especially interested in this particular phase of the nation's affairs in that they are—or at any time may be—users of nitrate fertilizers. Mr. Roeding's telegram, which he believes may help some to an understanding of, and a definite position with regard to, the Shoals situation, was as follows:

The President, White House, Washington, D. C.

During the war I served as a member of the National Agricultural Advisory Board. Last year on making a trip East I visited Muscle Shoals for the purpose of making a personal study of this great governmental undertaking. Was opposed to Henry Ford having this plant turned over to him on the terms which he then proposed. I believe his latest offer to lend the aid of his organization which has unquestionably made a very thorough study of the Muscle Shoals and its possibilities should be accepted. Cheap nitrates should be furnished by the government through the usual trade channels. Our farmers are tremendously interested in cheaper fertilizers. Our government should have absolute control of this plant, not only on behalf of the agricultural interests, but to have available large supplies of nitrates so as to be fully prepared to meet any situation in case of war.

GEO. C. ROEDING.

Discussing then the importance of adequate supplies of high grade fertilizers, he says, in part:

"All the discussions concerning cooperation and distribution of farm crops and the creation of better markets become negligible subjects if volume of agricultural production goes below the danger line.

"Muscle Shoals is already a governmental institution, and since it is an insurance against any future war demand for explosives; and since it provides for the economic production of immense quantities of free nitrogen, it is nothing short of a national crime for the people to allow the enactment of legislation at Washington that will pass this great enterprise over to private interests. * * *

"This statement does not necessarily imply that the government is to go into the fertilizer business on a retail basis, but it does imply that the price and methods of handling the product will be a matter of public information. The completed product, however, should reach the farmer through the established channels of trade.

"I happen to know that Henry Ford has expended large sums of money and has employed a corps of experts and engineers to make careful investigation of the possibility of Muscle Shoals. Had it not been for him Muscle Shoals today would be a passing dream. The offer which he has made to this government, placing his organization of experts at its disposal without charge, is so liberal that it cannot afford to reject it. * * * No time should be lost, and our people should impress their demands for the public ownership of Muscle Shoals on the Executive and Legislative branches of our Government."

Florists Exchange
Feb. 28, 1925

Muscle Shoals

By George C. Roeding of California

If there is one thing of more importance to the farmers of this country than another, it is the governmental control and ownership of the Muscle Shoals enterprise for the economic production of fertilizers for the maintenance of soil fertility.

With the constant production of the major crops of this country—cotton in the South, the cereals in the great corn belt states, orchard and vineyard crops of the Pacific Coast regions—the necessity for fertilizers to maintain the productiveness of our soils is becoming annually more acute.

California, with its remarkably productive soil, finds the use of plant food tremendously important, and our horticulturists are finding it a burdensome expense. Citrus, deciduous and vineyard crops in many sections can only be profitably produced by the application of liberal amounts of artificial and organic manure. This expense is so momentous that anything the Government can do to stabilize the price of nitrogen, the most expensive ingredient in the manufacture of commercial fertilizers, will be a movement in the right direction in behalf of the agricultural interests of this country.

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Appreciating these incarnate facts, because somewhat familiar with war work, and more so with the farmers' point of view, I endorse the popular demand that Muscle Shoals must not be allowed to pass into private hands, but must be operated and controlled by Federal authority for the benefit of and the prosperity and safety of the nation.

Some few months ago business interests called me on a trip through the Southern States, and while in Alabama I paid a visit to Muscle Shoals. The magnitude of the plant and its significance to the agricultural and horticultural welfare of the United States is beyond belief. When finally completed it will, in my judgment, supply the demand for free nitrogen in the manufacture of fertilizers, and that, too, at a price which will enable its free use in the maintenance of soil fertility on American farms. When to this is added its application to the manufacture of explosives, in the case of war, to jeopardize public ownership is simply unthinkable. It must not happen.

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Further than this Henry Ford is setting an example which might be followed to advantage by other men who have acquired immense wealth. No time should be lost, and our people should impress their demands for the public ownership of Muscle Shoals on the executive and legislative branches of our Government.

Cal. Fruit News
Feb 28 1925

Muscle Shoals

By Geo. C. Roeding

URDAY, FEBRUARY 14, 1925—

FEDERAL CONTROL

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[COPY OF TELEGRAM]

American Bank Bldg., San Francisco, 2/2/1925

THE PRESIDENT,
WHITE HOUSE,
WASHINGTON, D. C.

During the war I served as a member of the National Agricultural Advisory Board. Last year on making a trip East I visited Muscle Shoals for the purpose of making a personal study of this great governmental undertaking. Was opposed to Henry Ford having this plant turned over to him on the terms which he then proposed. I believe his latest offer to lend the aid of his organization which has unquestionably made a very thorough study of the Muscle Shoals and its possibilities should be accepted. Cheap nitrates should be furnished by the government through the usual trade channels. Our farmers are tremendously interested in cheaper fertilizers. Our government should have absolute control of this plant, not only on behalf of the agricultural interests, but to have available large supplies of nitrates so as to be fully prepared to meet any situation in case of war.

GEO. C. ROEDING.

[COPY OF TELEGRAM]

American Bank Bldg., San Francisco, 2/2/1925

HERBERT HOOVER,
Secretary Department of Commerce,
Federal Agricultural Commission,
WASHINGTON, D. C.

Absolute control of Muscle Shoals plant by the government is vastly important to the farmers of this country, as well as to the government in case of war. Under no circumstances should this plant be allowed to fall into private hands. I am quite sure that the agricultural interests of the country will be deeply appreciative of any action taken by your committee to retain this plant under government control. I have today wired the President as follows: During the war I served as a member of the National Agricultural Advisory Board. Last year on making a trip East I visited Muscle Shoals for the purpose of making a personal study of this great governmental undertaking. Was opposed to Henry Ford having this plant turned over to him on the terms which he then proposed. I believe his latest offer to lend the aid of his organization which has unquestionably made a very thorough study of Muscle Shoals and its possibilities should be accepted. Cheap nitrates should be furnished by the government through the usual trade channels. Our farmers are tremendously interested in cheaper fertilizers. Our government should have absolute control of this plant, not only on behalf of the agricultural interests, but to have available large supplies of nitrates so as to be fully prepared to meet any situation in case of war.

GEO. C. ROEDING.

Beef
1925.

and the prosperity and safety of the nation.

Muscle Shoals

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California, with its remarkably productive soil, finds the use of plant food tremendously important, and our horticulturists are finding it a burdensome expense. Citrus, deciduous, and vineyard crops in many sections can only be profitably produced by the application of liberal amounts of artificial and organic manure. This expense is so momentous that anything the government can do to stabilize the price of nitrogen, the most expensive ingredient in the manufacture of commercial fertilizers, will be a movement in the right direction in behalf of the agricultural interests of this country.

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Muscle Shoals is already a governmental institution, and since it is an insurance against any future war demand for explosives; and since it provides for the economic production of immense quantities of free nitrogen, it is nothing short of a national crime for the people to allow the enactment of legislation at Washington that will pass this great enterprise over to private interests.

Appreciating these incarnate facts, because somewhat familiar with war work, and more so with the farmers' point of view, I endorse the popular demand that Muscle Shoals must not be allowed to pass into private hands, but must be operated and controlled by Federal authority for the benefit of and the prosperity and safety of the nation.

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Cal. Cultivator
Feb 28, 1925

URDAY, FEBRUARY 14, 1925—

FEDERAL CONTROL OF MUSCLE SHOALS URGED BY ROEDING

"If there is one thing of more importance to the farmers of this country than another, it is the government control and ownership of the Muscle Shoals enterprise for the economic production of fertilizers for the maintenance of soil fertility."

George Roeding

This was the declaration of George C. Roeding, agriculturist of San Francisco and this city, who made a visit to Muscle Shoals last Summer and says that it "so impressed me that I am trying to explain the situation as I see it in the hope of creating a public sentiment that will prove sufficiently effective to influence legislation at Washington that will maintain government ownership and provide ways and means for government operation."

Against Private Control

Roeding has issued a printed folder including telegrams that he sent to President Coolidge and Secretary of Commerce Herbert Hoover urging that government ownership and operation be retained.

Roeding outlines his stand for government ownership and control as follows:

"With the constant production of the major crops of this country—cotton in the South, the cereals in the great corn belt states, orchard and vineyard crops of the Pacific Coast regions—the necessity for fertilizers to maintain the productiveness of our soils is becoming annually more acute.

"California, with its remarkably productive soil, finds the use of plant food tremendously important, and our horticulturists are finding it a burdensome expense. Citrus, deciduous and vineyard crops in many sections can only be profitably produced by the application of liberal amounts of artificial and organic manure. This expense is so momentous that anything the government can do to stabilize the price of nitrogen, the most expensive ingredient in the manufacture of commercial fertilizers, will be a movement in the right direction in behalf of the agricultural interests of the country.

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Federal Control Asked

"Muscle Shoals is already a government institution, and since it is an insurance against any future war demand for explosives; and since it provides for the economic production of immense quantities of free nitrogen, it is nothing short of a national crime for The People to allow the enactment of legislation at Washington that will pass this great enterprise over to private interests.

"Appreciating these incarnate facts, because somewhat familiar with war work, and more so with the farmers' point of view, I endorse the popular demand that Muscle Shoals must not be allowed to pass into private hands, but must be operated and controlled by federal authority for the benefit of and the prosperity and safety of the nation.

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Beneficial To Farmers

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Fresno Bee
Feb. 14, 1925.

FARM EXPERT LAUDS FORD'S SHOALS OFFER

George C. Roeding Urges That Manufacturer's Offer of Aid in Project Be Accepted

For Congress to vote Muscle Shoals into private hands would be nothing short of a national crime.

With this keynote sentiment, George C. Roeding, president of the George C. Roeding Company of San Francisco and one of the leading agricultural authorities of the Pacific Coast, directed an active drive on Washington yesterday to prevent disposal of the $250,000,000 government plant to private power interests.

ON STATE BOARD.

Roeding served during the World War as a member of the National Agricultural Advisory Board and is thoroughly familiar with Muscle Shoals, which he last visited in 1924. In California he was for eight years a member of the State Board of Agriculture and for three of those years its president. He is also president of a large nursery business in Alameda county and a former regent of the University of California.

With this background and influence Roeding has dispatched telegrams to President Coolidge and Secretary Hoover during the past few days urging that the recent proposition of Henry Ford, who has offered the full service of his technical force without cost to the government to operate the gigantic fertilizer plant, be accepted.

COST $25,000,000.

"When I visited the plant last year," said Roeding yesterday, "I found a nitrate plant alone costing some $25,000,000 fully equipped and ready for operation. Great brick buildings, with all necessary machinery in perfect order, stood idle and under guard. A 100,000-horsepower electric plant was also inactive. That Southern power trusts should be able to exert an influence so powerful as to endanger this great government undertaking is a national disgrace Attempts have actually been made to induce Congress to order the works destroyed since the close of the war."

Roeding declared that the importance of a cheap fertilizer to California could hardly be estimated, particularly to orchard and vineyard crops. Under Ford's plan, he said, nitrate would be available at reasonable rates.

Equally as vital, he pointed out, is the need of nitrates to the United States in the event of war. For this reason the government should never allow Muscle Shoals to be privately controlled.

COULD AID ALLIES.

"Enough nitrate could be manufactured there," he said, "to supply not only our own munitions, but to assist allies as well if desired."

In his telegram to President Coolidge, Roeding told of his personal study of Muscle Shoals and stated that he was originally opposed to Henry Ford taking over the plant on the terms proposed a year ago. He then added:

But, I believe, Ford's latest offer to lend the aid of his organization, which has unquestionably made a very thorough study of Muscle Shoals and its possibilities, should be accepted. Cheap nitrates should be furnished by the Government through the usual trade channels. Our farmers are tremendously interested in cheaper fertilizers. Our Government should have absolute control of this plant not only on behalf of agricultural interests but to have available large supplies of nitrates so as to be fully prepared to meet any situation in case of war.

The message to Secretary Hoover was of similar import.

LAUDS "EXAMINER."

Roeding declared that he was impelled to send the wires through a recent editorial in "The Examiner." He added:

I fuly indorse "The Examiner's" patriotic stand that Muscle Shoals must not be allowed to pass into private hands.

On California's need, he said:

California, with its remarkably productive soil, finds the use of plant food tremendously important, and our horticulturists are finding it a burdensome expense. Citrus, deciduous and vineyard crops, in many sections, can only be profitably produced by the application of liberal amounts of artificial and organic manure. This expense is so momentous that anything the Government can do to stabilize the price of nitrogen, the most expensive ingredient in the manufacture of commercial fertilizers, will be a movement in the right direction in behalf of the agricultural interests of this country.

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To jeopardize public ownership of this plant is unthinkable. It **must not happen.**

S.F. Examiner
Feb. 8 1925

Pacific Rural Press, February 21, 1925

Henry Ford's Master Stroke

HENRY FORD bulks as a much bigger man in the light of his latest proposal regarding Muscle Shoals.

So long as he was asking for Muscle Shoals for his company there were many good citizens with honest doubts as to the propriety of leasing it to him. They would doubtless have trusted Henry Ford but he is no longer young and many things can happen to a man's estate. Moreover, a water-power act had recently been passed by Congress which set fifty years as the limit of a lease to private interests, and such sterling champions of public rights as Governor Gifford Pinchot of Pennsylvania objected to nullifying it by giving Henry Ford a special 100-year lease. They did not minimize Mr. Ford's public spirit, but the waterpower act had been wrung from Congress after heart-breaking effort.

And there was one final point which stuck in the craw of some Americans. They resented having any man say to the government, there is my proposition—you can take it or leave it. Doubtless this was not Mr. Ford's intent but his proposal was given that interpretation.

It was recognized, of course, that Mr. Ford's offer meant a great deal to farmers because of its promise of cheaper nitrates. Also it meant a possible thrust at the aluminum trust, which has held aluminum at high price levels. All this was desirable from public policy, but in the ears of disinterested patriots rung the long years of the proposed lease. So they found themselves doubtful or opposed.

But with one bold stroke Henry Ford's latest offer cuts through all the snarl of argument and brings terror to the selfish interests who look upon Muscle Shoals as something to be put out of the way or else exploited. Not in exact words but in meaning Henry Ford says to the Government:

"You go ahead and run Muscle Shoals. My engineers have been working on the nitrate fixation problem for three years and have some valuable discoveries, which are yours. Moreover, they will help you get started. Their service will be free. As a citizen I am willing to make this donation."

It was a master move, and all honor to Henry Ford for it.

George C. Roeding of this state, who has been busy with the typewriter and telegraph wires urging acceptance, was interested enough to make a trip to Muscle Shoals last year at his own expense. He verifies the fact that everything is ready to start making nitrates, and that a try-out can be had at no great additional expense. He opposed leasing Muscle Shoals to Henry Ford on the latter's terms, but he believes heartily in accepting his latest offer.

Nitrogen, of course, is the most expensive element in commercial fertilizer. Mr. Roeding, who is a big buyer of fertilizer for his nurseries and ranches, has found that he can send to Scandinavian ports for air-fixed nitrogen and lay it down in San Francisco at a great saving of money over home prices. Obviously, if Muscle Shoals succeeds in producing nitrogen at a cheap price, farmers will be tremendous gainers and a big impetus will be given to national prosperity.

Mr. Roeding's thought is that Muscle Shoals nitrogen should be distributed through the present fertilizer trade channels, for farmers are not equipped to do their own mixing. If the price is made public the farmer will receive the benefit, he believes.

One of the objections which selfish interests make to government operation of Muscle Shoals is that it is "government encroachment on private business." How come? It is not proposed that the government take over some private business, but merely that it operate a public business which it built at a time when no private enterprise could guarantee a supply of nitrogen to strafe the Huns. We all hope for contined peace, but the government may need nitrogen again, and if it does it will need it badly, and cannot wait for private enterprise to provide it.

So the Rural Press thanks Henry Ford for his unselfish offer and believes the Government should accept it. Looking ahead into the future we can think of no greater need than cheap nitrogen. It is vital to the farmer. It may be imperative to the nation.

Rural Press
Feb 21 1925

ANAHEIM, CAL., GAZETTE
MARCH 19, 1925

fertility on American farms. When to this is added its application to the manufacture of explosives, in the case of war, to jeopardize public owner-

CABLE ADDRESS "DINGROE"

TELEPHONE KEARNY 5083

GEO. C. ROEDING COMPANY
207-208 AMERICAN BANK BUILDING
485 CALIFORNIA STREET · SAN FRANCISCO
CALIFORNIA

I feel quite sure the enclosed printed matter on Muscle Shoals will prove of interest to you in your legislative work at Washington. You will appreciate that the agricultural interests have a vital interest in the governmental ownership and control of Muscle Shoals, for the reasons I have endeavored to express. My visit to the plant last summer proved a revelation which so impressed me that I have tried to do something on my own initiative to create a healthy public sentiment in favor of legislative action at Washington that will conserve the plant and bring about governmental operation. I feel that you will agree that this is the only thing to do, and that you will use your endeavors to save Muscle Shoals for the benefit and protection of this country.

If I can be of service in the premises, please command me.

Wishing you every success, I beg to remain,

Sincerely yours,

mailed about 25 2/1925

completed it will, in my judgment, supply the demand for free nitrogen in the manufacture of fertilizers, and that, too, at a price which will enable its free use in the maintenance of soil

FARM EXPERT LAUD SHOA

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As a publicist you are familiar with Muscle Shoals, and the war conditions under which it was created, also the interests that are inimical to its governmental control, hence you certainly will be interested in the enclosed printed matter which briefly explains my position.

My visit to the place last summer was a revelation, and so impressed me that on my own initiative I am trying to explain the situation as I see it in the hope of creating a public sentiment that will prove sufficiently effective to influence legis-lation at Washington that will maintain governmental ownership and provide ways and means for governmental operation. In view of these facts can I not rely on you to give the matter publicity in your columns? If I can be of service to you in this work, please advise me.

Hoping for your favorable co-operation, I am,

Very truly yours,

Mailed about 5/2/1925

completed it will, in my judgment, supply the demand for free nitrogen in the manufacture of fertilizers, and that, too, at a price which will enable its free use in the maintenance of soil

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The enclosed printed matter is self explanatory and tersely states my position on the disposition of Muscle Shoals. Its operation in the service of American Agriculture by becoming an economic source for the supply of free nitrogen is so obvious to all engaged in the growing of crops as to require no argument. My visit to Muscle Shoals last summer was a revelation; in consequence on my own initiative am trying to work up public sentiment with a view of securing legislation at Washington that will maintain governmental ownership and at the same time provide ways and means for governmental operation.

Will you not use your influence with your representatives at Washington to bring about this result? Anything furtherthat you can do through your commercial organizations, civic societies, and public spirited bodies will be highly appreciated.

Thanking you in advance, and hoping for a favorable reply, I remain,

Sincerely yours,

P.S. In this question the nursery industry has a vital interest, because low priced fertilizers will stimulate a wider use of trees and plants; its successful consummation by reason of the nurserymen's support will also bring the industry in closer touch with the agriculture and horticulture of the country.

Mailed about 1:50 2/5/1925

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ANAHEIM, CAL., GAZETTE
MARCH 19, 1925

MUSCLE SHOALS

Few people are sufficiently posted on the Muscle Shoals proposition to give an inteligent opinion on the subject, but the following, written by George C. Roedding for the California Cultivator, will give them some enlightenment:

If there is one thing of more importance to the farmers of this country than another, is is the governmental control and ownership of the Muscle Shoals enterprise for the economical production of fertilizers for the maintenance of soil fertility.

With the constant production of the major crops of this country—cotton in the South, the cereals in the great corn belt states, orchard and vineyard crops of the Pacific coast regions—the necessity for fertilizers to maintain the productiveness of our soils is becoming annually more acute.

California, with its remarkably productive soil, finds the use of plant food tremendously important, and our horticulturists are finding it a burdensome expense. Citrus, deciduous and vineyard crops in many sections can only be profitably produced by the application of liberal amounts of artificial and organic manure. This expense is so momentous that anything the government can do to stabilize the price of nitrogen, the most expensive ingredient in the manufacture of commercial fertilizers, will be a movement in the right direction in behalf of the agricultural interests of this country.

All the discussions concerning cooperation and distribution of farm crops and the creation of better markets become negligible subjects if volume of agricultural production goes below the danger line.

Muscle Shoals is already a governmental institution, and since it is an insurance against any future war demand for explosives; and since it provides for the economic production of immense quantities of free nitrogen, it is nothing short of a national crime for the people to allow the enactment of legislation at Washington that will pass this great enterprise over to private interests.

Appreciating these incarnate facts, because somewhat familiar with war work, and more so with the farmers' point of view, I endorse the popular demand that Muscle Shoals must not be allowed to pass into private hands, but must be operated and controlled by federal authority for the benefit and the prosperity and safety of the nation.

Some few months ago business interests called me on a trip through the southern states and while in Alabama I paid a visit to Muscle Shoals. The magnitude of the plant and its significance to the agricultural and horticultural welfare of the United States is beyond belief. When finally completed it will, in my judgment, supply the demand for free nitrogen in the manufacture of fertilizers, and that, too, at a price which will enable its free use in the maintenance of soil fertility on American farms. When to this is added its application to the manufacture of explosives, in the case of war, to jeopardize public ownership is simply unthinkable. It must not happen.

This statement does not necessarily imply that the government is to go into the fertilizer business on a retail basis, but it does imply that the price and methods of handling the product will be a matter of public information. The completed product, however, should reach the farmer through the established channels of trade.

I happen to know that Henry Ford has expended large sums of money and has employed a corps of experts and engineers to make careful investigation of the possibility of Muscle Shoals. Had it not been for him, Muscle Shoals today would be a passing dream. The offer which he has made to this government, placing his organization of experts at its disposal without charge, is so liberal that it cannot afford to reject it. Three years of investigational work, covering very nearly every angle of Muscle Shoals developments, will do much towards expediting its successful operation along economic lines.

Further than this, Henry Ford is setting an example which might be followed to advantage by other men who have acquired immense wealth. No time should be lost, and our people should impress their demands for the public ownership of Muscle Shoals on the executive and legislative branches of our government.

San Francisco, Cal.—Examiner
April 8, 1925

cial prizes will be g...

Many Prizes for Wild Flower Show

Prizes offered by flower lovers of California in connection with the California Spring Blossom and Wild Flower Association's show, April 15 and 16, manifest an unusual interest in the competition. Many counties of the State will vie for the trophies.

The following cups have been given to honor citizens who have been notably interested in California flora: John Muir cup by the Sierra Club; John McLeran cup by James D. Phelan; Golden Gate Park cup by John McLeran; Miss Alice Eastwood cup by California Botanical Club; Carl Purdy cup by Saturday Afternoon Club by Ukiah; Charles Abraham cup by Mrs. Thomas Bard of Hueneme; cup for most beautiful club exhibit by California Club.

Memory cups will be given by Miss Katherine Chandler for her mother, Mrs. W. S. Chandler; by Horace Sperry for Mrs. Mary Simpson Sperry; by friends for Mrs. Ernest Meire; by Mrs. S. E. Hirstel for her father; by the California State Floral Society for Mrs. Henry P. Trico; by Mrs. C. G. Minnifie for her husband by Miss Lena Gibbs, and George C. Roeding for Dr. H. Behr.

Expert Gives Seasonable Hints On Subject of Color For the Home Garden

By GEO. C. ROEDING.
President California Nursery Co., Niles.

There is no feature more attractive to the new arrival in California than the brilliant coloring of flower and fruit displayed by the evergreen trees and shrubs of our parks and gardens. The kinds and varieties are indeed many, hence a list that would embrace even a portion is not feasible. The popularity of this class of plants is due quite as much to their easy culture as it is to their beauty of foliage, flower and brilliant colored berries, all of which find conditions particularly to their liking in the Bay region and in the Coastal counties; many are effective either planted in masses or groups, and all can be used to advantage as single or specimen plants. Likewise all do well in any good garden soil and require no special attention nor after care when once established. Evergreen shrubs are always taken up with a ball of earth or in containers, which insures their growth when planted in the garden. A little care in planting is all that is required to insure their robust growth and proper development. The practice is to have the ground in a good condition of tilth; the holes should be ample in size; the burlap should be allowed to remain on the plant with this proviso, viz: the cord holding it intact should be cut. The soil must be moist; if dry at time of planting copious watering is imperative.

A class of shrubs that has of late commanded wide attention and that are deservedly popular are the Cotoneasters. Flowers are small, solitary, or in axillary or terminal cymes, white or pink in color; leaves simple, generally woolly beneath; the fruits are round and an intense scarlet red, remaining a conspicuous and handsome feature of the plants throughout the winter months. Some varieties are upright in habit of growth, others sprawling and almost trailing. Effective, planted in masses against a wall or building at the intersection of walks or in corners. The following varieties are great favorites among plant lovers:

Cotoneaster acuminata, height about six feet, of erect habit; leaves medium and pointed; flowers pinkish-white; berries red and showey; semi-evergreen.

C. francheti, of upright growth and arching branches and graceful habit; leaves medium size and downey; flowers pink; berries yellowish-red.

C. frigida, a strong grower, almost attaining the size of a small tree; leaves long, flowers white; berries scarlet. A vigorous grower, hence requires some pruning.

C. pannosa, a really beautiful shrub of upright habit, with slender and arching branches; leaves green above and silvery down beneath; flowers white; berries abundant and of a bright vermillion red color. When cut will keep in water for weeks.

Another class of trees and shrubs that are a conspicuous feature wherever planted are the Australian acacias. These usually send out their great masses of yellow bloom literally covering the entire plant with a gorgeous blaze of color, during the late winter and early spring months. All are rapid growers. Of the many varieties in cultivation we here list five of the best:

Acacia baileyana — Attains a height of 30 feet, and is a very rapid grower; foliage intensely glaucous throughout the year; leaves feathery and finely divided, flowers borne in recemes, blooms in late winter and early spring; flowers a deep golden yellow. A really gorgeous object in the garden when in full bloom.

A. dealbata (A. mollissima.) Noted for its free blooming habit in late winter and early spring. Foliage feathery, varying in color from silvery to green; flowers clear yellow, fragrant, and borne in clustered recemes; an exceptionally rapid grower.

A. melanoxylon. Is an erect, pyramidal grower, forming a well shaped head, rendering it admirably suited for street tree planting. Leaves large and oblong; flowers light yellow in color.

A. floribunda is another fine variety, being tall, quick growing, with long slender green leaves and yellow flower heads borne in short racemes which are very fragrant. Tree blooms most of the time, which renders it a desirable feature in any garden.

A. longifolia, the "Golden Wattle," is a large shrub or small tree of rather quick growth. Flowers a rich yellow, borne freely in rather long spikes; leaves long, narrow to broad and undivided. Fine when planted in groups and also desirable in certain situations as single specimens.

The heath or heather (Ericas) comprise a family of low-growing shrubs that are becoming deservedly popular in California. The new hybreds vary quite materially in habit of growth, character of foliage and color of flowers. Being winter and early spring bloomers makes them desirable features of all gardens. All are robust growers, hence can be heartily recommended to amateur plantsmen. The following four varieties are favorites:

Erica Mediterranea: Forms a densely branched, globular shrub, foliage dark green; flowers pink, small, but so plentiful as to literally cover the entire plant.

E. melanthera: A superb winter-blooming heath. Flowers quite pronounced, rosy in color with conspicuous, protruding black-tipped stamens.

E. persoluta alba is one of the best of the white flowering varieties; highly desirable for its late winter and spring flowering habit. Plant grows erect, but is quite small.

Among individual shrubs there are a number that merit consideration in all garden planning. Chorizema ilicifolium is a slender flowering shrub with drooping branches and orange red flowers that appear in early spring in loose racemes that presents a unique appearance. Diosina ericoides, commonly known as the "Breath of Heaven," is a small shrub with heath-like foliage, flowers white, small, and star-shaped, borne in such profusion as to suffuse the entire plant. Genista racemosus is a highly desirable plant for its free-blooming habit, flowers yellow and fragrant, borne in long racemes, which are more or less in evidence throughout the year.

When we allow for the fact that all these shrubs are evergreen throughout the year, their value in California garden making is obvious. The annual and herbaceous flowering plants, the bulbous and tuberous rooted plants have their short periods of glory, when they afford a blaze of color in the garden that is indeed gorgeous and satisfying. Interspersed, however, with some of the many evergreen shrubs that bloom in the winter months we thereby maintain a harmonious blending of green leaves and beautiful flowers of many shapes, hues and colors throughout the year.

Oakland Tribune
Nov. 1, 1925

California Nursery Co. Niles, Cal.—One of the best nursery catalogs coming out of the West. Consists of 110 pages and shows the State Capitol at Sacramento in color on the front. Gives an unusual amount of cultural information, both for the orchardist and the home gardener. This firm offers a wonderful variety of fruits, both hardy and semi-tropical. Figs and grapes are great specialties, but it may be said that everything that will grow in California is listed and interesting information regarding each is provided. The ornamental plant section is even greater than the fruit section, and it offers a far wider range of subjects than any Northern grower can attempt. Evergreens include Acacias, Eucalyptus and Pyracanthus, while in the flowering shrub and vine line a tremendous variety is listed. Bamboos and palms also are a feature, while the last few pages are devoted to Roses, of which this firm grows a vast number and in great variety.

Florists Exchange
Feb 14, 1925

Great Western Nursery Catalog

The 1925 catalog of the California Nursery Co. Niles, Cal. marks the sixtieth anniversary of the founding of the nursery and is unique in the fund of information contained in its 112 pages. Its cover shows California's State Capitol building nestled in luxuriant verdure, symbolic of the growth of the State and the growth of the fruit and nursery industry. In the preface Geo. C. Roeding, states that the aim of the business is not only to supply the very best in tried varieties of fruit trees grown on root stocks to meet variable soils and climatic conditions, but to give their customers the benefit of their experience. The directions given for planting, pruning, irrigating and caring for the trees, with pictures illustrating the work, should make the man who plants an orchard along these lines, feel confident that he will have an orchard that will bear the maximum crop.

In the section of the catalog devoted to ornamental plants, numerous illustrations help those not familiar with garden material, to visualize the plants. Here again attention is called to the fact that the nursery is more than willing to assist in making selections of material suited to the customer's requirements. It is not so much the plants themselves which add to the beauty and picturesqueness of a garden or park, as it is the grouping of them to obtain the results. A great variety of conifers is grown and their descriptions would fire any garden lover with enthusiasm. Large specimen plants are always on hand for use where quick effect is desired. Another section describes Roses for which this nursery has considerable fame.

This catalog to the garden lover is really a plant cyclopedia and in compiling the same, Mr. Roeding has rendered a real service to the public.

MRS. G. E. KELLY.

Florists Exchange
Jan 31, 1925.

FRESNO FIRM'S TRADE EXTENDS AROUND WORLD

Fancher Creek Nursery Sending Out Stock To Japan, Peru

Beauty is one of the most sought for things and can be seen almost anywhere and in most any form. To bring the relation closer to the object of this section of The Republican, beauty is always observed on the ranch and is found there in the various crops. This beauty is divided according to the view of the layman and when he mentions beauty he has two purposes, the physical beauty of the crop and the inference that the beauty can be measured in dollars and cents.

So it is with out and out beauty that is found in the shrubbery and plants about the home. Bringing the discussion right down to Fresno, there is in this city an industry that has a trade that encircles the globe. Fancher Creek nurseries is the medium which distributes beauty to both the farm and city property; the savannas of the Argentine, the verdant stretches of valleys of Palestine, the veldt of South Africa, the fastnesses of the Punjab in India and the lofty areas of Peru. There you have the extent of Fancher Creek trade in a nutshell. Of course there are other districts of the earth where the local firm's business is carried on, but these are the most important.

Today the nursery firm is preparing shipments of peach, almond and apricot trees, table and raisin grapes to Peru and at the same time another huge shipment is leaving shortly for Yokohama, Japan, and in this will be found Thompson seedless vines. Mexico is getting grape vines, apple, prune, peach and other fruit trees. Only recently Juan Balme, director general of agriculture for Mexico, was the guest of George C. Roeding. Professor Balme was here getting data on different nursery stock relative to development of the land in the neighboring southern republic.

One of the facts that the local firm points to with pride is a shipment of navel stock to South Africa. While this was an incident of 18 years ago, it showed the Fresno firm what can be accomplished in the method of shipping. About 1907 there left Fresno, 1,800 navel trees. After reaching a South African port, the trees were taken 250 miles inland by a pack train. Six years later the British government reported that the 1,800 trees were growing splendidly.

FORMER FRESNANS

That the Fancher Creek nursery has established a name for its product abroad is not questioned. Advertising and personal recommendations have done the rest. For instance, in this city, not many months ago was Robert Beaton. Mr. Beaton was selcted as the aide to the Peruvian government to help it develop land. Mr. Roeding picked Beaton to show the South Americans how to plant their consignments and bring them to a successful maturity.

One Bit Of Fresno Trade That Is Steady

Fresno has an industry that is doing more from a publicity standpoint than perhaps any other single business. It is by the Fancher Creek nursery which is selling its stock all over the world. And the firm's experts are being requisitioned by foreign governments to show them how to plant the shipments and get the best results. The top view shows a shipment of Thompson seedless cuttings for Yokahama, Japan. Below is a large consignment of fruit stock to Callao, Peru, bought by the Peruvian government for its land development schemes.

Again there is Abe Kahanowitz, a former employe of the nursery firm now in Palestine. Mr. Kahanowitz, who knew the quality of Roeding stock, is backing his praise of it with orders for his farm, which he has designated as The California Farm. It's a far cry from California to Palestine, but Kahanowitz will receive soon a shipment of between 7,000 and 8,000 trees of the fruit variety.

India comes to Fresno for its citrus stock, and evidently in the first place there must have been a native Punjaban residing in Fresno, who either sent to his native state a young tree or told about its growth. At any rate that one state of India knows where Fresno is and what it can ship.

Even the Virgin Islanders know about Fresno for the United States Government has bought fig trees through the local firm. The Philippines have bought ornamental shrubbery from Fresno. At least in the Fancher Creek medium, Fresno is getting a wider publicity than is really known.

A trip to the shipping yard of the nursery conducted by William A. Shunk, office manager, revealed some interesting bits of data that can take up a little space here. For instance, all foreign shipments are crated in required sized boxes. On the bottom of the box is placed a layer of moss and shingletoe, the latter a sort of shaving from shingles. These of course are given the required moisture. A layer of the shipment is then placed in the box with the roots thoroughly filled with the moistened moss and shingletoe. This process is followed until the crate is packed. A diamond shaped hole is cut in each side of the crate to allow air to circulate through it. A screen netting covers each vent. All crates are manufactured at the shipping yard. Local shipments, those in the state and nearby states, are sent out in tulle bundles and given the same protection as the crate contents.

With the beauty found in the money value of the stock there is the physical beauty, the soul demand for home ornamentation. This trade is confined chiefly to Fresno and vicinity. But there is as much interest in this end of the business as is found in the foreign trade.

The greenhouses located off Belmont at the Southern Pacific tracks now present a confusion of deep green foliage and the variety is so great that it is hard for the prospective purchasers to keep to their plans of shopping.

Another interesting feature of the Thorne street nursery is the hospital for sick plants. When a plant, flower or shrub is evidencing signs of poor health it is immediately taken to the hospital, given special treatment and made well.

Fresno Republican
Feb. 20, 1925

Selection of Shrubs for Home Grounds

PLANTING HOME SURROUNDINGS.

By George C. Roeding, President California Nursery Co., Niles.

WHEN planting the surroundings of the new home some attention should be given to what the nurseryman calls "Foundation Plantings." The term signifies a working plan and the selection of shrubs and trees that in large measure will become permanent features of the garden; bulbous and tuberous rooted plants, annuals and herbacious varieties being seasonal in their blooming are more or less a transitory element, hence may be changed as occasion suggests between one season and another. In choosing trees and shrubs, monotony should be avoided and yet the whole scheme of the garden must possess a sense of harmony.

In the creation of the garden beautiful we want uniformity with a variance. For instance, if we are planting shrubbery against the foundations of the house, we do not want them all of the same height nor of the same kind. If there is an open space of some dimension between a window and door, or a corner of some size, it will allow the planting of a tall growing shrub or tree, to be interspersed with some of the lower growing sorts. The grouping of families or those of kindred habit is a good practice. In the turn of walks or at the end of the porch, it is permissible and often advisable to place three or more shrubs of the same kind in a group. Certain kinds like the Cotoneasters and Pyracauthes "fit in" quite nicely in mass planting. Too many types are, however, inadvisable. Mass planting or alignments along a fence or foundation walls of the house, should present a harmony to their environment. The annuals and herbacious plants had better be planted in mass, each by itself. Here again some judgment can be shown in a rotation of blooms covering pretty well the entire summer season. A few choice varieties of climbing plants selected with some regard for situation and uses should also be considered in foundation planting.

Even though the area to be planted is small and simple, it is nevertheless advisable to provide something in the way of a working plan. This need be neither elaborate nor expensive. Any experienced nurseryman will afford a simple working plan for the ordinary city and suburban home, likewise he will also give valuable advice in the selection of shrubs and trees to meet prevailing conditions of soil and climate. In other cases the catalogues of our leading seedsmen and nurseryman often furnish all the information that is required in the average foundation planting.

The selection of plants is indeed an elastic subject, as much depends on individual taste and the environment they are to occupy. It is our judgment, however, that in foundation plantings the evergreen varieties should dominate. These of themselves provide a rather wide range to choose from. In the coniferous kinds we have the Firs, Cedars, Yews, Cypress, Junipers, Pines, Spruces, Redwoods, Arbor Vitaes, etc.; in the broad-leaved evergreens the Acacias, Barberries, Boxwoods, Cotoneasters, Heathers, Spanish Brooms, Privet, Myrtles, Pyracanthas, Viburnums, etc. In addition to these are those of a deciduous character which afford some things that we can hardly overlook, viz., the Hawthornes, Poplars and Sycamores, Elms, Flowering Peach, Plum and Apple, Hydrangeas, Spirea, Lilacs and of course the climbers and trailers, and a choice selection of tree and bush roses.

So much for the merest outline on plans for the adornment of home surroundings. The finished effect, however, of any garden planting will depend on the vigor and thrift of the plant, which in turn involves intelligent care and attention. This implies cultivation, watering and as age is attained, also some pruning.

San Jose Mercury
March 8, 1925

TREES

FRUIT and ORNAMENTAL TREES VINES and ROSES

We have on hand ready for immediate delivery a full and complete assortment of EVER GREEN

Shrubs and Trees

in all sizes and varying in price from the cheapest that's good to the best that can be produced, including large specimen plants for immediate effects. Our big 1925 Catalog tells all about them. Send for a copy; it's FREE. Motor to Niles and visit our nurseries—the show place of Santa Clara and Alameda Counties.

GEORGE C. ROEDING, Pres.

California Nursery Co.

Niles, California

San Jose Mercury
March 8, 1925

For permanent features in the beautification of Home grounds plant some of the

Evergreen Shrubs

Cotoneasters, California Holly and Pyrocanthas for their handsome foliage and brilliantly colored berries appearing in the winter and spring.

The Heathers (Eritas) for their winter and spring flowering habits and their fine feathery foliage. Among the favories are Erica Mediterranea, E. Melanthera, E. Mediterranea hybrida. Valuable in any garden.

The Escallonia is another family of shrubs admirably adapted to mass and group planting. Flowers white, pink and red. We list six distinct types, varying in habit from small to quite large shrubs.

The Mexican Orange (choisya ternata) is a compact shrub with light green foliage which bears a profusion of pure white fragrant flowers.

In addition to these our new 112-page 1925 catalog describes some 1200 varieties of shrubs and trees. Send for a copy; it is FREE. Motor out and visit our nurseries—the show place of the East Bay region.

CALIFORNIA NURSERY CO.

Niles, California

Stockton Record
March 8, 1925

Sacramento Bee, March 14 1925

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CALIFORNIA NURSERY CO.
Niles, California

Stockton Record Mar. 14, 1925
Pub. by mistake.

Stockton Record, Mar. 14, 1925

BARGAINS IN

CHOICE ROSES

For over fifty years we have specialized in the growing of sturdy rose plants that do well in this section of the state, hence we are in a position to supply the kinds that will prove satisfactory from every point of view. Our assortment covers varieties for color effects in the garden; those that are fine for cutting in the bud and the full blown flower; climbers for porch and pergola; and the standard tree roses for aligning walks and planting in groups. All our roses are budded stock and field grown, of robust growth, with vigorous tops consisting of three or more leaders and a strong root system. In brief the kind that grow and produce flowers; all of which are offered at especially attractive prices.

Motor out to Niles and make your selection before our stocks become exhausted and enjoy looking over our assortment of over 1200 varieties of shrubs and trees—The show place of Alameda county.

California Nursery Co.
Niles. California
WRITE FOR OUR FREE CATALOGUE

Post-Enquirer Mar. 13, 1925

Bargains in

Choice Roses

---for every purpose

For over 50 years we have specialized in the growing of sturdy rose plants that do well in this section of the state, hence we are in a position to supply the kinds that will prove satisfactory from every point of view. Our assortment covers varieties for color effects in the garden; those that are fine for cutting in the bud and the full blown flower; climbers for porch and pergola; and the standard tree roses for aligning walks and planting in groups. All our roses are budded stock and field grown, of robust growth, with vigorous tops consisting of three or more leaders and a strong root system. In brief the kind that grow and produce flowers; all of which are offered at especially attractive prices.

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California Nursery Co.

Niles, California

Write for Our Plant Book

S. J. Mercury Mar. 14 1925

FIVE FOR $1.00

ROSE BUSHES

ALL CHOICE VARIETIES BUDDED ON IMPORTED STOCK. THESE BUSHES WILL BLOOM THIS YEAR. MAKE YOUR SELECTION NOW WHILE STOCK IS COMPLETE.

No Phone Orders—No Deliveries

This Sale Is For 3 Days Only

Drive Out Today, or Take Roeding Park Car.

Get off on Thorne Ave. Walk South to Belmont

Fancher Creek Nurseries

Belmont and Thorne Avenues

NEAR ROEDING PARK

SALES YARD OPEN SUNDAY

Fresno Republican Mar 14 1925

Established in 1865

CALIFORNIA NURSERY CO.

GEORGE C. ROEDING, *Pres.*

NILES, CALIFORNIA

Planting Time

Is Now Here

With the advent of warm weather and an ample rainfall, conditions are ideal for the planting and beautification of home grounds. Appreciating this, a cordial invitation is extended to home-builders and plant-lovers to motor out and visit our nurseries and inspect our superb stocks of over 1500 varieties of ornamental plants and fruit trees. On main highway, between Oakland and San Jose, one mile north of Niles. Our new 112-page catalogue mailed FREE on application.

California Nursery Co.

Niles, California

Oakland Tribune Mar 14 1925

Bargains in

Choice Roses

---for every purpose

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California Nursery Co.

Niles, California

WRITE FOR OUR PLANT BOOK

S. J. Mercury March 22 1925

ABOUT PLANT ADORNMENT

291

Geo. C. Roeding on Beautifying Home Surroundings.

money, but for the average home, beautiful effects are to be attained at a comparative small cost; especially is this true where the owner and his family do the planting and caretaking—and undertaking that is itself an unalloyed joy to the real plant lover. Hence with the advent of another planting season every home should consider the adornment of its surroundings.

Even though the area to be planted is small, some plan

[redacted]

spirit that lends encouragement to plant adornment.

George C. Roeding, president of the California Nursery Company, whose wonderful pioneer plant at Niles, in Alameda County, is known the West over, writes for the BYRON TIMES an article that is sure to be read with deep interest by not only those people in the smaller communitis owning homes, but by the good folks in the cities, whose greatest love is for the flowers that bloom and shed their fragrance, enjoyable alike by the home family and the strangers that pass, for all admire and appreciate the effort that made it possible.

Let every resident resolve to do his or her best to make more beautiful and desirable the place called "home." Mr. Roeding writes:

Few people realize the economic home grounds, for be it remembered that it is not really a home until it is planted; but in addition to material value plants give a joy to the home that nothing else will. Lawns, trees, shrubs, and flowering plants possess a charm that is gratifying and enhance the value of the property when correctly used.

Some people are apprenshive that the original cost calls for a considerable expenditure of

Shrubs for Home Grounds

NO CLASS of shrubs command a greater popularity in garden making along the coastal regions of California than the Cotoneasters, of which there are some fifteen species.

In a measure this is due to the fact that all are of easy culture, finding conditions particularly to their liking in the bay counties, and are really fine ornamental acquisitions to the garden either as single specimens or planted in groups Flowers are small, solitary, or in axillary or terminal cymes, white or pink in color; leaves simple, generally woolly beneath; the fruits are round and an intense scarlet red, remaining a conspicuous and handsome feature of the plants throughout winter months.

Some varieties are upright in habit of growth, others sprawling and almost trailing. Effective planted in masses against a wall or building, at the intersections of walks or in corners. Must be classed as low growing shrubs, which are rapidly attaining popular recognition in garden making. The following verieties all do well in the central coast counties.

Cotoneaster acuminata, height about six feet, of erect habit; leaves medium and pointed; flowers pinkish-white; berries red and showy; semi-evergreen.

C. francheti, of upright growth and arching branches and graceful habit; leaves medium size and downy; flowers pink; berries yellowish-red.

C. frigida, a strong grower, almost attaining the size of a small tree; leaves long, flowers white; berries scarlet. A vigorous grower, hence requires some pruning.

C. horizontalis, of trailing habit, branches sprawling over the ground; leaves small; flowers pinkish-white; berries abundant and bright red in color; quite deciduous.

C. pannosa, a really beautiful shrub of upright habit, with slender and arching branches; leaves green above and silvery down beneath; flowers white; berries abundant and of a bright vermillion red color. When cut will keep in water for weeks.

Cotoneasters are indigenous to China and the Himalaya mountains, and are particularly a conspicuous feature in parks and gardens during the early winter months by reason of their brilliantly colored berries when all flowering plants have spent their autumnal beauty. Being inexpensive, renders them generally available.

In addition to the ornamental berry shrubs there are many kinds that are desirable for their fall flowering habits. Abelia grandiflora is a free blooming shrub with small glossy green leaves and flowers tubular in shape, fully an inch long, in color white flushed with lilac pink. A regular summer bloomer that should have a place in every garden.

Another favorite shrub is Escallonia rosea, of a strong and upright habit of growth; particularly fine for grouping and massing. Will do well in all sections of California. Flowers are pink in color and borne in prominent terminal racemes. The Ericas or Heathers have come into prominence during the past few years, and are being extensively grown for garden ornamentation and also for florists' uses. Among the most popular is Erica melanthera, which is a strong and upright grower with somewhat rough and serrated leaves; the flowers are pink and borne in conspicuous terminal racemes — one of the very best of the species.

Desirable because of easy culture, hence should find wide popularity among plant lovers. An acquisition to any garden on account of its free blooming habit during the winter and spring months.

For porch and garden decoration nothing is finer than the Boxwoods, all of which can be trained into square, globe, triangular, pyramidal, cylinder cone and standard shapes. Of the various kinds there are about six that are favorites in garden building. In habit they show a dense though rather slow growth. Their lustrous green foliage and compact character makes them valuable for grouping, lawn decorations, hedges and for tub culture and formal plantings. In size they vary from dwarfish growths to small trees. Buxus Japonica augustifolia, the "narrow leaved Japanese box" has long narrow foliage; growth rather slow but compact; fine as a specimen plant. Buxus semperviners elegans variegata has leaves conspicuously variegated, lending a bit of color to the garden. Buxus sempervirens suffruticosa is dwarf in habit with round leaves; much used for aligning beds and walks. Buxus sempervirens arborescens grows to some size, has larger leaves and is quite a rapid grower. Boxwoods do equally as well in the warm dry climate of the interior as in the coastal regions.

Stockton Record March 21, 1925

What About Your Home Grounds?

Are they as pleasing as they should be? Do you realize that a selection of rare and choice ornamental plants will enhance appearances and your pleasures? It is really surprising what a few new and rare roses, a choice shrub or tree will do to beautify a garden.

Our new 112-page 1925 catalog describes over 1500 kinds of plants for every purpose and situation in garden making. Send for your copy; it is FREE

California Nursery Co.
Niles, California

Stockton Record Mar 21, 1925

How to Plant Roses For Beauty and Color

By GEORGE C. ROEDING
President California Nursery Company, Niles, California.

NO GARDEN is quite complete, nor can the selection of plants in the adornment of home grounds be wholly satisfactory without a collection of roses. In the creation of a choice collection it is advisable that the roses be planted in beds or rows independent of other plants, though it is permissible, and often effective, to use a standard or tree rose here and there with other shrubbery; among a mass of green foliage the flowers often afford a blaze of color that adds much to the beauty of less colorful shrubs. Any good garden soil will grow roses provided it is well drained; wet feet are inimical to a healthy growth. The ground should be thoroughly spaded and unless very rich, should have some well rotted manure worked in. Fresh manure is likely to kill the plants unless placed on the surface as a mulch after planting is completed. If soil is light and sandy it is well to work in a good proportion of heavy soil. The bushes are partially pruned before leaving the nursery, but much better results will be obtained if they are pruned again for planting. Examine the roots carefully and trim them back at least one half. Straighten out all roots and as the dirt is filled in see that it is well packed around them; this keeps out the air and encourages a prompt growth of rootlets. Be sure that the rose is planted enough lower than it grew so that the point where it is budded shall be three or four inches beneath the surface. If the plants are at all dry, soak them overnight in water before planting. Tree roses are to be handled in about the same way. They are pruned back pretty well before shipment. It is absolutely necessary to stake them when planted and to keep them staked thereafter, as the stems never attain suffficient strength to support the heavy top during severe winds. The plants should be set about 24 to 36 inches apart and some 12 inches from the edge of the beds or walks. The shape and size of beds is a matter of prevailing conditions and environment subject to individual treatment.

The best results in rose planting are invariably secured in the spring when the winter rains have moistened the ground and we are apt to experience good growing weather. Under present prevailing conditions in the bay region, there is no time like the present for garden planning and garden making. Roses planted now will readily establish themselves and provide a splendid supply of blooms in late spring and the entire summer and fall. Their care should be a pleasure rather than a task, and consists chiefly in good cultivation, intelligent irrigation after the close of the rainy season, and a maintenance of thrift in the plants. Of course all roses should be cut back at least once a year before new growth has started. Weak growers require the most pruning, strong growers the least. In all cases the short, crooked growth should be removed entirely and the strongest shoots cut back moderately, leaving enough to form a basis for new growth.

An experience with roses covering over three decades on the part of the writer has led to an elimination of certain sorts for planting in the bay region, so that when uses and purposes are allowed for, and individual tastes are considered, the following selection will be found to meet local exigencies and at the same time afford quite a range for selection. A well selected and intelligently cared for rose garden will supply cut buds and blooms for interior decoration, climbing sorts for pergolas and verandas, pillar and hedge effects, outdoor bloomers give color to the landscape and the standard or tree roses for individual effects. These requirements are substantially covered by the following:

Climbers and Trailers—Among climbing roses the "Dorothy Perkins" is a strong and vigorous grower and blooms profusely in early spring; foliage glossy green; flowers double and a handsome shell pink in color. "Climbing Liberty" is a brilliant velvety crimson of good shape and substance; a free and constant bloomer. In whites the "Climbing White Cochet" is a rampant grower; buds and flowers beautifully formed. The "Climbing Cecil Brunner" is a free bloomer; flowers a brilliant salmon pink in color. This is a California introduction.

For Cutting and Indoor Decoration—Everybody enjoys bouquets of flowers in the dining and living rooms of the home, and among varieties that lend themselves to this purpose the "Dean Hole" is quite a favorite; blooms silvery carmine, shaded salmon; buds of large size long and pointed; growth vigorous. "General MacArthur" is a fine cutting rose; flowers fiery red and fragrant; plant a free bloomer; a vigorous grower and not subject to mildew. The "K. of K." is a semi-double rose of a dazzling scarlet in color; free and regular bloomer; fine for decorating purposes and a good bedder. By reason of its rosy carmine with a scarlet center "Mrs. Charles Russell" is a striking rose in this group; flowers are of good form and substance, rendering it valuable for bouquets; "Ophelia" is another favorite; buds and flowers are beautifully formed, open blooms being a salmon color with chamois center.

For Garden Effects—Color in the garden is a consideration that certain kinds of roses will satisfy. In this list the "Los Angeles" must be given a prominent place. The "Los Angeles" is a vigorous grower; flowers a luminous flame-pink, toned with coral and shaded with translucent gold; a prime favorite. "Lady Hillingdon" is fine both in bud and the full blown flower; color a deep apricot yellow, and blooms are produced on long stems. The "Madame Edouard Herriot" is a profuse and almost continuous bloomer; flowers of good size, large and semi-double, buds of good form and color. "Kaiserin Augusta Victoria" is easily one of the most popular of white roses; flowers large, full and handsome in form with reflexed outer petals.

The Tree Roses—As specimen plants, set in groups and when used as a hedge or lining a walk the standard or tree roses are indeed desirable. As already stated these are roses budded to a standard some three feet from the ground. Most any variety can be so treated, thus affording considerable range in the way of a selection. Among the kinds making handsome tree roses are the "Mme. Butterfly," a brilliant pink in color suffused with gold and apricot; fine for bedding. "Harry Kirk" is a creamy yellow rose with bright amber center, is always a striking feature as a tree rose in the garden; bush is a good grower, branches freely and has a dark, glossy, and handsome foliage. "Rayon d'Or" is a clear, bright cadmium yellow color, while buds are a coppery orange; blooms almost continually, the flowers being double and pleasingly fragrant. "Gorgeous" is another rose that, in tree form, is decidedly popular; flowers orange yellow, veined and flushed reddish copper; bush a free bloomer.

This is but the merest mention cut of many varieties usually catalogued by the trade, but will afford a "lead" in the selection of plants by the amateur gardener.

S.J. Mercury
March 22, 1925

[redacted]

Beautify Your Home Grounds

By Planting Some of Our **ORNAMENTAL**

SHRUBS AND TREES

Embracing many rare kinds, including some choice fruit trees

Coniferous Shrubs and Trees

Arizona Cypress—Fine for grouping and specimen plantings.
Monterey Cypress — Splendid for hedges and wind-breaks.
Silvery Red Fir—A dwarf sort of rare merit; fine for Japanese garden effects.
Indian Cedar — Magnificent pyramidal tree; does fine in the bay region.
Virginia Red Cedar—Fine ornamental tree planted as a specimen or in groups.

Evergreen Shrubs and Trees

Silver Wattle Acacia—A rapid grower and free winter bloomer.
Black Acacia—Widely used for street tree planting; of erect habit and well-shaped head.
Berberis Darwini—Shrub and with holly-like leaves and golden yellow flowers, produced in early spring, followed by pearly strings of bluish black berries.
Coronilla Glauca—Free blooming shrub with blue foliage—flowers deep yellow and fragrant.
Breath of Heaven—Heath-like shrub; foliage deep green fragrant; flowers small, star-shaped.
Viburnumtinus—Shrub with glossy green pointed leaves and flowers in broad heads, pinkish in color. Covered with masses of bloom from early spring until late in the fall.

Flowering Shrubs

Deutzia Gracilis Rosea—A graceful flowering shrub with slender branches; flowers small and pale flesh in color.
Spirea Van Houttei—Shrub of moderate size, branches arching; blooms profusely in the spring; flowers pure white and small.
Chorizema ilicifolium—A slender flowering shrub with orange red flowers produced in great profusion all winter.
Spotted Rock Rose—Shrub of spreading habit; flowers pure white with orange center and spotted.
Genista Racemosus—Medium sized shrub; flowers yellow and fragrant; in bloom twelve months of the year.

Roses and Vines

Mme. Edourd Herriot or Daily Mail — Flowers moderately large, semi-double; buds perfect; free bloomer. Fine for bedding.
Lady Hillingdon—a tea rose; flowers large and loose; buds long and pointed. Growth strong and vigorous.
Constance—Hybrid tea rose; flowers golden yellow and globular in form. Growth vigorous, free branching and free blooming.
Los Angeles—Of California origin. Flowers flame pink; buds long and pointed. A superb rose.
Climbing Sunburst—Flowers coppery orange, large and beautifully formed; popular among rosarians.
Chinese Honeysuckle — Fine for porch and pergola. Flowers white and purple; plant a rapid and vigorous grower.
Jasminum Nudiflorum—Flowers yellow and produced freely during winter; a fast grower.
Pink Passion Vine—Rapid growing vine, fine for trellises. Flowers rose-colored, large and drooping.
Bignonia Tweediana — The Trumpet Vine. Flowers lemon yellow; vine graceful and handsome and a high climber. For quick and striking effects it stands in a class by itself.
Japanese Wistaria—Fine for pergolas and arbors. Flowers purple and borne in long racemes, affording gorgeous effects in early spring.

CITRUS AND DECIDUOUS FRUITS

Citrus Fruits

Oranges—Washington Navel and Valencia Late.
Lemons—Eureka.
Pomelo—(Grape Fruit) Farsh Seedless.

Tropical Fruits

Avocados — Fuerte, Pueblo, Sharpless, Spinks.

The Nut Fruits

Almonds—Ne Plus Ultra, Nonpareil.
Filberts—Cosford, Fertile de Coutard, Merveille de Bolwiller, Nottingham Prolific.
Olives—Ascolano, Manzanillo, Mission.
Grapes—Thompson Seedless, Flame Tokay, Zante Currant, Malaga, Black Mission.

Deciduous Fruits

Apples—Yellow Newtown Pippin, Yellow Bellflower, Red Astrachan, Gravenstein.
Pears—Bartlett, Doyenne du Comice, Winter Nelis.
Cherries—Bing, Black Tartarian, Royal Ann.
Plums — Burbank. Climax, Damson, Formosa, Santa Rosa, Satsuma.
Prunes—Double XX French, French Improved, Imperial.
Apricots — Blenheim, Hemskirke, Royal, Tilton.
Peaches—Elberta, Early Crawford, Foster, Phillip's Cling, Tuscan Cling.
Nectarines — Advance, New White, Victoria.
Quinces—Pineapple, Apple or Orange.
Figs—Calimyrna, White Adriatic, Duro Black.
Persimmon — Hachiya, Tana Nashi.

MOTOR OUT TO NILES TODAY

Intending planters and plant-lovers are cordially invited to visit our nursery and inspect our large stocks and shrubs and trees. On main highway, between Oakland and San Jose, one mile north of Niles.

WHEN AND HOW TO PLANT

The sixtieth anniversary catalog not only gives clear descriptions of our 1500 kinds of fruit and ornamental shrubs and trees, but also full planting and cultural directions and after-care; it is sumptuously illustrated. Send for your copy today; it is FREE.

Geo. C. Roeling, President

California Nursery Co.

Niles, California

Cut this advertisement out for reference

Oakland Tribune, Mar 22, 1925

The Good Old Summer Time

s here, and the urge to visit the open country in its mantle of green and its gorgeous blaze of color and beauty in

TREE BLOOMS

(Both Fruit and Ornamental)

alls with an irresistible charm to motor away from paved roads and street cars to flowering fields, gardens and orchards. In this connection there is no trip more interesting and enchanting than a journey along the highway between Oakland and San Jose, where the roads are lined with Golden Poppies and the air is redolent with the perfume of fruit tree blooms; such a trip will also afford an opportunity to inspect the hundreds of cultivated trees and shrubs, many of which are now in flower, on the extensive grounds of the California Nursery Company at Niles. The time is indeed opportune to study the habits and blooming characteristics of hundreds of our spring flowering plants, a joy that no plant lover and home builder can afford to miss just at this time.

Motor out today with Kith and Kin, friends and neighbors and enjoy the one big flower season of the year.

Established in 1865

CALIFORNIA NURSERY CO

GEORGE C. ROELING, *Pres.*

NILES, CALIFORNIA

Send for our big catalogue.

Oakland Tribune, Mar. 29 1925

SAN FRANCISCO, CAL.
DAILY NEWS 172
April 13, 1925

Spring Blossom Ass'n to Hold Annual Flower Show

397

The annual exhibit of the California Spring Blossom and Wild Flower Ass'n, to be held at the Palace Hotel Wednesday and Thursday, promises a gorgeous display of early blooms.

The American Rose Society has arranged a show which will occupy an entire end of the ballroom, and contributions have been offered by the W. H. Crocker estate, and Carl Purdy, famous grower of California wild bulbous plants.

Tamalpais High School students are arranging a display of Marin wild flowers, and every variety of eucalyptus growth in Golden Gate Park will be presented by Eric Walter.

The following trophies are to be awarded:

Miss Gibb's cup, to honor Dr. H. Behr, for the best individual exhibit; Mrs. C. G. Minnifie's cup, to honor her late husband, for the best exhibit of poppies; the Sierra Club's prize, honoring John Muir, for the best county school exhibit; Mrs. W. S. Chandler's vase for the best exhibit from schools; the Mary S. Sperry cup for the best general exhibit from schools; the Alice Eastwood vase, given by the California Botanical Club for the best country school exhibit; the Elizabeth Parsons prize, presented by Mr. and Mrs. William Kent for the best club exhibit; the Elizabeth Parsons book on wild flowers for the best individual exhibit by a scholar; the Morse cup for the best collection and arrangement of 50 sprays of sweet peas; Mrs. Thomas Bard's prize, honoring Charles Abraham, for succulent plants; George C. Roeding's vase to honor Dr. H. Behr, for the best arrangement of cultivated flowers offered by a school; Mrs. S. E. Hirstel's vase, the California Club's prize, the Hallawell cup, the California State Floral Society's vase, the Edyth Hecht Memorial, the Golden Gate Park cup and others.

WILD BLOOMS DRAW CROWDS OPENING DAY

Visitors Find Unusual Interest in Exhibit Sent From Mojave Desert

Schools Carry Off Prizes and One Cup Goes to Woman in Oregon

California flowers from the hillsides, the desert, the backyard garden, the woods, the meadows, the hothouse and the sand dunes are holding a convention at the Palace Hotel under the direction of the California Spring Blossom and the Wild Flower Association. The show opened yesterday in a burst of color and fragrance and will continue throughout today.

Flower lovers flocked by the hundreds to pay tribute to the wild posies and lingered to admire the wondrous beauty of the roses. Among the awards made for the finest display of roses was one to the gardeners at San Quentin. Thirty-six choice rose plants donated by Fred Howard will be sent to the penitentiary at the close of the show.

DESERT BLOOMS SHOWN

An unusual exhibit was that sent by Mrs. W. F. Anderson of Indio on the Mojave desert. All the various forms of cactus and the sturdy plants which withstand the rigors of the sun and wind were among the display.

A conspicuous exhibit among the decorative arrangements of flowers was that of Mrs. Chiura Obata, who had placed the irises and tall grasses in such a way as only the Japanese know.

The best individual collection of wild flowers was sent in by Mrs. Mary E. White of Waldo, Or. The American Rose Society was awarded three of the cups which went to the rose display.

The Flower Lovers' Club of Santa Clara county won the cup for the best exhibit of irises. Mrs. Nell Darling won the award for the best small home garden. Mrs. J. S. McClymont was winner for the best landscape effect. The most artistic club table cup went to the Flower Lovers' Club of Santa Clara county.

SCHOOLS WIN CUPS

Among the schools which won cups for the best wild flower display were the Polytechnic High School of San Francisco, the Tamalpais High School of Marin county, the high school of Downieville, the Pleyto High School in Monterey county and the Tuolumne High School.

The Atascadero Nature Club won the cup for the best club display of wild flowers and Thelma Wood won the award for the best child's display. The California Club won the cup for their display of poppies.

They're California's Pride

Miss Mildred Nogren, student at Polytechnic High School, who was among the exhibitors at the Wild Flower and California Spring Blossom Association show which opened yesterday at the Palace Hotel.

S. F. Chronicle
April 16, 1925

For Mass and Group Plantings
For Hedges and Border Effects
For Color and Beauty of Flowers

TREE ROSES

Lend a beauty and a charm to home surroundings that is not only unique, but gorgeous in its riot of color and myriads of handsome blooms.

We are now offering a superb stock of Tree Roses in containers. These beautiful specimens are now starting to bloom. By planting them now you can make your garden glorious with the Queen of Flowers.

Motor out today and make your selection while our varieties are complete.

CALIFORNIA NURSERY CO.

Niles, California
Catalog Mailed Free Upon Request

Oakland Tribune
April 12, 1925.

Our 1925 Book is Now Ready for You
Write for a copy at once.

SHRUBS AND TREES

For the beautification of public parks and home surroundings are fully described in our new 112-paged catalogue, which enumerates fully fifteen hundred different kinds, besides many beautiful illustrations showing correct planting systems. All plant lovers and garden makers should have a copy: it is FREE.

GEORGE C. ROEDING, President.

California Nursery Company
NILES, CALIFORNIA

Sport Page S. F. Chronicle
April 23, 1925

Growing Tree Roses to Beautfy Gardens

By GEORGE C. ROEDING,
President, California Nursery Company, Niles.

MANY people do not understand what is meant by the term "tree roses," inferring that it signifies a particular kind of rose that naturally assumes tree shape. Now it really is anything but that. What is meant by standard or tree roses means a style of rose plant that is produced by the art of budding any desired variety to a tall stem about three feet from the ground. This "head," or bud, is trained into an umbrageous or round head, forming what appears like a miniature tree, hence the name. This style of rose plant is essentially a garden ornament. To maintain a symmetrical shape pruning has to be resorted to, which consists in cutting back the new growth so that the plant will not become straggly or irregular. This cutting back tends to produce an abundance of blooms produced on short stems, consequently the flowers are not desirable for cutting from a florist's point of view, though when placed in a shallow container they are not without an indoor decorative value. Appreciating this, tree roses have their chief value planted in groups or rows aligning walks and drives, and as specimen plants when interspersed with other kinds of shrubs. When so used they add an attractiveness to the garden that is not only charming but supplies a blaze of color when other blooming plants have spent their force.

Obviously it is feasible to bud 'most any variety of bush rose to a main stem as suggested, but it has been found expedient to limit the operation to those sorts that are robust growers and free bloomers, thereby insuring satisfactory results in both flowers and a healthy growth. Another consideration is the attainment of a diversity of color markings so as to secure variety in a hedge or row of tree roses. Allowing for these factors one can make a selection of tree roses to not only meet individual tastes, but a color scheme in mass tree rose plantings or alignments that will almost typify the lines and colors of the rainbow. Really the possibility of the tree rose in the beautification of home grounds is almost limitless.

Admitting for the sake of argument that our tree roses are reasonably uniform in habit of growth and character of foliage, there remains for selection the matter of color and flower formations. The following list of varieties indicating these two factors will give some idea on the ornamental and color values of tree roses when used as has already been suggested.

Pink flowers: Belle Siebrecht, rosy pink, flowers large. Betty, coppery rose, flowers moderately double. George Ahrends, clear pink, flowers large. Los Angeles, flame pink, flowers large. Mme. Butterfly, brilliant pink, flowers large to medium.

Red varieties: Dean Hole, carmine shaded salmon, flowers large. General MacArthur, fiery red, flowers medium size. Hoosier Beauty, crimson, flowers large. Laurent Carle, carmine, flowers large. Hugh Dickson, crimson, flowers large.

Yellow varieties: Cheerful, orange yellow, flowers large. Constance, cadmium yellow, flowers large and globular. Georgeous, deep yellow, flowers large. Lady Dunleath, light yellow, flowers cupped. Lady Hillingdon, light yellow, flowers large.

White varieties: Frau Karl Druschki, snow white, flowers large. White Maman Cochet, clear white, flowers very large.

San Jose Mercury
1925

COUNTY FLOWER CLUB WINS S. F. PRIZE

This display of irises exhibited by the Flower Lovers' club of Santa Clara county at the Spring Blossom and Wild Flower Show held in San Francisco was judged the best decorated table at the affair.

THE Flower Lovers' club of Santa Clara county is to be congratulated on winning the award for the best decorated and arranged table at the Spring Blossom Wild Flower show, held in the Palace hotel in San Francisco last week, the exhibit being in the hands of Mrs. F. R. Hayward, who took care of things in her usual efficient manner. The chief features were irises in great abundance and many varieties interspersed with ferns and other greenery. The color sceme was not only pronounced but pleasing to a degree.

Other exhibits of note were the display of the Alameda Garden club and the fine exhibit of roses by the American Rose society, consisting of some eight or nine tables, the exhibit covering many varieties all of which were cut from garden grown plants, there being scarcely any blooms produced under glass. The major portion of these blooms were gathered on the grounds of the California Nursery company at Niles, Calif. The interesting thing advanced on the closing day was a proposition to organize the California Federation of Horticultural societies, the idea being to amalgamate the 100 or more organizations in the state into a central federation for better work in furthering a love for plants and plant life in this state.

The advantage of such an organization were voiced by George C. Roeding, the temporary chairman of the evening, who said that the time was opportune for a central organization for the development of plant life. Enthusiasm was expressed for the movement. "We could," said Mr. Roeding, "prepare exhibits throughout the state and work with and for the several specialty plant clubs, such as the Dahlia society, the Rosarians, the Iris lovers, etc. All are working in much the same lines, hence why not work together, where each can help the other?"

It was finally voted to appoint a committee to devise a plan and when ready to report at a meeting of delegates from all parts of the state which will be called in San Francisco at an early date to perfect the organization.

FLOWER LOVERS' CLUB IS AWARDED HONORS

Two silver vases will be displayed with pleasure by the Santa Clara County Flower Lovers' club in the future, for they are trophies won at the annual California spring and wild flower show held at the Palace hotel in San Francisco during the week. Having the most artistic arrangement and the best iris display won for the San Jose club the coveted honors. Mrs. S N. Hubbard was chairman of the committee which arranged the details. Mrs. Roy Hayward was the designer and Mrs. William C. Bogen, Mrs. G. H. Hegerwick, Mrs. Lou Kerr and Miss Clare Percy Westphal assisted.

San Jose Mercury, April 19, 1925.

Sacramento, Cal. Bee
June 7, 1924

SALE BY STATE OF TREES IS PROTESTED

State Nurserymen Name Investigation Committee; State Forester Says He's Tried To Observe The Law

FRESNO, June 7.—(AP)—H. Plath of San Francisco was installed as president of the California Association of Nurserymen and Santa Barbara was chosen for the 1925 meeting place before the three-day fourteenth annual convention was brought to a close at noon to-day.

It was decided to appoint a committee to investigate the state nursery at Davis. It was charged that this nursery had entered into competition with private concerns.

BERGTHOLD AN OFFICER.

Other officers named are: Vice presidents, H. A. Hyde, Watsonville; Walter L. Armacost, Los Angeles; R. O. Lincoln, Santa Cruz; John C. Bodger, Arcadia, and J. E. Bergtholdt, Newcastle. C. K. Grady was re-elected secretary-treasurer and E. H. Rust of Pasadena and Donald McLaren of San Francisco were named as directors.

Pratt Says He Has Tried To Observe Law

State Forester M. B. Pratt, in whose office control of the state tree nursery at Davis is vested, today said C. K. Grady, secretary of the California Association of Nurserymen had written Governor Richardson complaining of sales methods at Davis. He had answered these complaints.

Pratt said the state law permits the disposal of trees for highway planting, ornamentation of city streets, school grounds, and for other public purposes. The state board of control authorized the sale of trees without distinction, and to date a total of approximately $5,800 worth have been sold. These are disposed of at cost.

"TRIED TO KEEP WITHIN LAW."

"We have tried to confine the sales to the public service," said Pratt, "and have tried to keep within the spirit of the law.

"In one instance, upon a board of control O. K., black wainuts, which otherwise would have gone to waste, were sold for grafting purposes."

Sacramento, Cal. Bee
June 7, 1924

Nursery Men Meeting In San Francisco

FRESNO, June 6.—(AP)—H. Plath of San Francisco was nominated as candidate for the presidency of the California Association of Nurserymen at the opening sessions of the association's annual convention here yesterday.

Other officers nominated were H. A. Hyde, Watsonville, first vice president; vice presidents, Walter L. Armacost, Los Angeles; R. O. Lincoln, Santa Cruz; W. J. Bodger, Arcadia, and J. E. Bergtholdt, Newcastle. Executive committeemen, E. H. Rust, Pasadena, and Donald McLaren, San Francisco.

Elections will be held just before the convention closes Saturday.

George C. Roeding's Report for California

The Fruit Tree Business—Due primarily to two causes, viz., the low prices prevailing during 1923-'24 for fruit and the scant rainfall for the same period, there was a rather light demand for fruit trees and vines. Insofar as the Nursery trade is concerned, this has not been much improved this season, due to abundant stocks and a rather light demand. Since much of this stock was produced under high costs, its somewhat limited sale has not realized the returns that it might had conditions been more favorable. It is probable that with the reduction of present available supplies conditions will be much improved by next season.

Ornamentals—The constant increase in our population and the ever-increasing demand for new homes has stimulated healthy local demand for all kinds of ornamentals. It is probably safe to say that the production and sale of this class of stock has more than doubled during the past decade. In our own case we are devoting our entire grounds at Niles to the production of coniferous and broad-leaved evergreen trees and shrubs, deciduous ornamental stocks and roses, much of which finds a market in California, carload shipments being a daily feature during the planting season.

The Export Trade—In deference to the older order of things, we consider all business going east beyond the Rocky Mountains and to foreign and South American and Mexican parts as "export" trade. And since the operation of the Federal Quarantine this trade has shown a robust growth and development. From Southern, Central and Northern California eastern shipments of ornamental stocks have become a regular and an established feature. For the most part this business consists of rose plants (of which millions are produced) the commercial bulbs, palms and certain coniferous and broad-leaved evergreens. In our own case, carload shipments from Niles are a growing factor that promises well for the future. The annual gross turn-over in commercial plant products in California is estimated at the present writing to be in the neighborhood of twenty millions of dollars.

Trade Conditions—Customs and practices in the Nursery trade in California are gradually assuming character. Credits and prices are much improved over those of the last decade; quality of stock is commanding a closer scrutiny, prices and standards are being established; and there is gradually being awakened a better spirit of co-operation, all of which lends an optimistic atmosphere to future betterments.

GEORGE C. ROEDING.

San Francisco, Cal.

Nursery Trade Bulletin, April 1925

From the San Francisco Call

It is a hobby of ours that ornamental plantings should be given more attention, and, that one of the most valuable things which California can have to sell along with its climate and other natural advantages, is more vines and shrubs and trees and flowers about its farm homes, and more trees by the roadside. The badge of good soil is green and growing things, and ornamental plantings are distinctly and enduringly such a badge.

And while we were glowing with a thought along that line the sixtieth anniversary catalogue of the California Nursery Company arrived, displaying sixty-three pages of ornamentals and only thirty-five pages of commercial fruits and nuts. Perhaps this emphasis on ornamentals is prophetic, for George C. Roeding has a national reputation for keen vision and for marching ahead of the procession. His distinguished services in the practical fields are well known, but at this time he is giving especial attention to his Nursery at Niles, where his ornamentals are grown, so he may see in the ornamentals the biggest future field. Certainly it is a field which can be as big as California pride makes it.

The Pacific Coast ought to be, and surely is, proud of its Nurseries. They are cast on a much higher plane of science and service and ethics than most of the Nurseries of the East.

Mr. Roeding, leader of such progress, presents a catalogue which is virtually a text, as well as a handsome commercial list. It is almost an encyclopedia of planting. He is busy now translating the catalogue into Spanish for Mexican and South American circulation.

Nur. Trade Bulletin
April 1925

Comment from California

George C. Roeding says, "It goes without saying that most every business has its annual period of depression when most of us wonder how to maintain our working forces intact, overcome the overhead expense, and "break even" by maintaining a sufficient volume of business during the Summer months. Obviously, it will not be possible to lay down practices and suggestions that will cover all cases nor meet prevailing conditions in all sections. In California, where we are exempt from freezing weather for nearly the entire year, possibilities in this direction are greater than in the Eastern and Middle West States, but even with us it is not always possible to continue planting selling seasons over the Summer months.

"Irrigation is the rule rather than the exception in California, and this greatly facilitates Summer planting operations. This the uptodate nurseryman will supplement by having on hand a reasonable stock of plants established in containers; and also balled plants established by submersion in shavings or shingle tow, kept well watered. This enables us to offer a line of stock that will transplant with perfect safety over the entire period of warm weather, or during June, July, August and September. This, of course, covers ornamental plants rather than fruit trees; though with citrus fruit trees and those of a tropical nature (all of which are treated in a similar manner) it is perfectly safe to plant during the Summer months. We push this line of stock quite as much as we do that of an ornamental character. By this means we do a sufficient volume of business in the way of sales to 'tide over' the lean months of Summer."

Florists Exchange
June 27 1925
Report Am. Nur. Assn

The Wickson Memorial Fellowship

Report of the Committee

SOON after the death of Prof. Edward J. Wickson, (which occurred in July, 1923) late professor emeritus in the California University and for nearly a half century editor of The Pacific Rural Press, there was awakened a feeling among his many friends and admirers that something in the way of a memorial expressive of appreciation of his service to California rural life and industry would be a handsome thing to do. This sentiment found expression in a movement to create a fellowship in his name at Berkeley. After some discussion the matter took tangible form at the 56th annual State Fruit Growers Convention, held in Santa Ana, in the introduction of a series of resolutions by George C. Roeding, which was passed unanimously, calling for volunteer contributions from the fruit growers of the state, the concluding paragraph of which read: "Be it resolved, that this convention go on record as heartily endorsing the proposition; said fellowship to be available to graduate students in horticulture who will devote their time and energies to research work and endeavors to solve some of the many problems confronting the fruit interests of California; that it ask the growers here in convention assembled to subscribe such amounts as each can give without incurring a hardship, for the creation of a fund not less than $6,000, for the purpose of creating the fellowship for a period of five or more years; and that the Pacific Rural Press and the California Cultivator be asked to give the matter editorial endorsement; and are hereby authorized to receive and receipt for any and all funds received from their readers, subject to the demands of this committee.

The chairman of the convention, (George H. Hecke, state director of agriculture) in compliance with the foregoing, appointed the following to carry out its provisions: George C Roeding, chairman, C. C. Teague, James Mills, Ralph P. Merritt, H. A. Jastro.

This committee, in conjunction with the Pacific Rural Press of San Francisco, and the California Cultivator of Los Angeles, at once started a campaign for volunteer contributions, the aim being to secure small sums from a large number of friends and admirers to make up a fund of sufficient proportions to make the fellowship permanent, rather than large sums from a comparative few. In this the committee has been somewhat disappointed though not discouraged. Allowing for prevailing conditions during 1923-24 the response on the part of the agricultural classes was quite gratifying. But for the drouth of 1923 and the unusually low prices prevailing for orchard and field crops the contributions undoubtedly would have been larger and also numerically stronger. The sum realized is quite ample for a period of three or four years, but not large enough to secure the permanency of the fellowship. The committee, however, feels sanguine that before it will have become fully exhausted ways and means will have developed insuring a fund of sufficient proportions that will secure permanency by providing an income commensurate with the objects and aims embodied in the resolutions. It is the wish of those responsible for this initial effort that Wickson's thousands of friends and admirers will not allow the opportunity to make the memorial a permanent feature of university life at Berkeley to lapse.

The horticultural and agricultural research work it provides for is fundamental in character and essential to the development and progress of our rural industries. The total list of contributors and their respective contributions is as follows:

Alison, W. H.	$ 10.00
Alpha Zeta Alumni Chapter, Los Angeles	16.00
Anglo Palestine Company	5.00
Armacost, A.	5.00
Armstrong, John S.	10.00
Babcock, E. B.	5.00
Babin, E. B.	7.50
Bacon, E. W.	20.00
Baird, W. P.	10.00
Bald, H. C.	1.00
Bishop, Roy K.	5.00
Blanchard, F. M.	10.00
Blanchard, V. F.	1.00
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Bodger, J. C.	5.00
Booth, Charles	5.00
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Bonnet, L. O.	5.00
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Bowles, R. E.	100.00
Brant, David	10.00
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Broleth, F. T.	10.00
Braunton, Ernest	10.00
Brown, A. G.	1.00
Bullock, A. Archibald	10.00
Burbank, Luther	3.00
Burchell, I. M.	2.00
California Cultivator	100.00
California Nursery Co., Modesto	25.00
California Nursery Co., Niles	25.00
Cheesbrough, A. S.	5.00
Christie, A. W.	1.00
Clarke, F. C.	6.00
Clark, Lillian D.	5.00
Clarke, W. T.	10.00
Coates, Leonard, Co.	5.00
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Collins, Chas.	10.00
Cooke, Robert L.	1.00
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Crandall, B. R.	5.00
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Croley, G. H.	1.00
Croley, G. H. Co.	1.00
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Essig, E. O.	5.00
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Kellerman, A. F.	1.00
Kemp, W. W.	5.00
Kirkman Nurseries	10.00
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McCormick, Anne	1.00
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Mead, Elwood	25.00
Mears, E. G.	5.00
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Merritt, Ralph P.	100.00
Mitchell, Lucius	5.00
Moffitt, J. K.	25.00
Moody, Robert O.	2.00
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Morgan, David N.	10.00
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Noble, C. A.	5.00
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California Cultivator
May 2 1925

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Smith, Elizabeth H.	5.00
Smith, Leroy B.	5.00
Smith, Ralph E.	25.00
Snowden, R. R.	5.00
Sorensen, W. C.	2.00
Sprague, A. R.	5.00
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Tobin, E. M.	3.00
Torossian, Aram	1.00
Tubbs, R. C.	1.00
Turner, F. C.	10.00
Utt, C. E.	100.00
Vaygouny, M.	10.00
Vrand, H. H.	1.00
Washburn, Henry	1.00
Waterhouse, W. G.	5.00
Warner, F.	5.00
Way, A. E.	2.50
Webber, H. J.	5.00
Webster, Philip	1.00
West Coast Nursery Co.	5.00
White, Alan R.	5.00
Wickson, Guest	25.00
Wilcox, Roy F.	10.00
Williams, E. T.	3.00
Williamson, Paul	1.00
Wilson, Ethel B.	1.00
Wing, W. P.	3.00
Wing, W. P.	2.00
Wood, Frank	25.00
Woodhouse, E. D.	1.00
Wrightson, H. W.	10.00
	$2,508.00

It is pleasant as well as gratifying to record that all the labor entailed in the campaign for funds was volunteered, the only item of expense being 47.12 for stenographic service, stationery and postage. Deducting this from the total sum secured ($2,508) leaves a net balance of $2,460.88. To this should be added two pounds, one shilling and sixpence British money order which still remains to be collected. This will, when liquidated, add about $10 to the total sum.

In conclusion the committee desires to express its thanks to all who gave toward the fellowship; to the Pacific Rural Press and the California Cultivator for their assistance and cooperation; to the student body of the university for its efforts among those who were intimately associated with the late Prof. Wickson as teacher and comrade; and to the public for its generous cooperation and fellowship.

All of which is respectfully submitted.

George C. Roeding, Chairman.
C. C. Teague
James Mills
Ralph P. Merritt
H. A. Jastro
Committee.

Cal. Cultivator
May 2, 1925

WICKSON FELLOWSHIP FUND

On another page of this week's Cultivator we publish a comprehensive and detailed report of the committee having in charge the collection of funds for the establishment of the Wickson Memorial Fellowship in the University of California. It will be remembered that the sponsors of the movement hoped to secure sufficient funds to make the Fellowship permanent. At this writing that has not been realized, but George C. Roeding, its enterprising chairman is firmly of the opinion that it will yet be accomplished. The drouth of 1923 and the low prevailing prices for orchard and field crops, rendered contributions not only slow, but also limited; many of those contributing would have liked to give more than they did, and for the same reasons, others failed to contribute because their slender incomes did not permit it. Taxes had to be paid and current expenditures provided for. It will be noticed that the list of names is quite large and representative, but it does not represent the Wickson following in this state. Appreciating this the committee will continue the campaign for additional funds this coming summer and fall, when it hopes to increase the fund sufficiently to insure an annual income that will make the fellowship a permanent feature of university horticultural research work. The Cultivator is in hearty sympathy with this idea, and will be happy to continue to receive additional contributions from any of its readers who may desire to express an appreciation for the great work that Edward James Wickson did for California horticulture during a lifetime covering a period of nearly 50 years.

Calif Cultivator
May 2, 1925

Wickson Memorial Fellowship

The committee in charge of a memorial for the late Professor Edward J. Wickson has made a report and a recommendation.

This committee was formed in the fall of 1923. The thought was that Professor Wickson's half-century of service as editor of the Pacific Rural Press and as dean and professor of horticulture in the Univrsity could best be honored with a fellowship to be created at the University at Berkeley in his name.

Small donations from among his many friends were asked, and $2,508 was quickly volunteered, but owing to the condition of agriculture at that time it was thought best to defer the campaign to a later date. Now, the committee would like to proceed again, and recommends that the fund be increased to about $12,000 so that the fellowship may be permanent and horticultural investigation of far-reaching importance may be started and go on uninterruptedly.

Donations may be made to George C. Roeding, chairman of the committee, or to C. C. Teague, James Mills, or Ralph P. Merritt. The hope is that the entire agricultural industry of the state may be widely represented in the gifts to this fund.

Out of $2,508 collected the committee has expended $47.12 for postage, stationary and stenographic work, leaving a balance of $2,460.88. To this is to be added an uncollected British money order for about $10 our money.

Here are the contributions to date:

Alison, W. H.	$ 10.00
Alpha Zeta Alumni Chapter, Los Angeles	16.00
Anglo Palestine Company	5.00
Armacost, A.	5.00
Armstrong, John S.	10.00
Babcock, E. B.	5.00
Babin, E. B.	7.50
Bacon, E. W.	20.00
Baird, W. P.	10.00
Bald, H. C.	1.00
Bishop, Roy K.	5.00
Blanchard, F. M.	10.00
Blanchard, V. F.	1.00
Blockman, L. E.	5.00
Bodger, J. C.	5.00
Booth, Charles	5.00
Bonner, Chas. G.	25.00
Bonnet, L. O.	5.00
Bowen, R. E.	10.00
Bowles, P. E.	100.00
Brant, David	10.00
Brant, R. O.	5.00
Broleth, F. T.	10.00
Braunton, Ernest	10.00
Brown, A. G.	1.00
Bullock, A. Archibald	10.00
Burbank, Luther	3.00
Burchell, I. M.	2.00
California Cultivator	100.00
California Nursery Co., Modesto	25.00
California Nursery Co., Niles	25.00
Cheesbrough, A. S.	5.00
Clarke, F. C.	6.00
Clarke, W. T.	10.00
Christie, A. W.	1.00
Clark, Lillian D.	5.00
Coates, Leonard Co.	5.00
Coke, T. Earle	5.00
Collins, Chas.	10.00
Cooke, Robert L.	1.00
Cowan, C. W.	5.00
Crandall, B. R.	5.00
Croley, C. W.	1.00
Croley, G. H.	1.00
Croley, G. H. Co.	1.00
Croley, Eugene R.	1.00
Cunningham, S. W.	5.00
Currey, R. S.	5.00
Curtis, W. D.	5.00
Calhoun, W. H.	10.00
California Avocado Club	1.00
Cameron, N. M.	1.00
Campbell, W. W.	25.00
Dana, Robert H.	5.00
David, C.	1.00
Davidson, Mary B.	2.00
Davie, H. A.	1.00
Davis, Miss S. R.	10.00
Decker, Jessie L. F.	5.00
Derleth, C.	5.00
D'Evelyn, N.	3.00
Doty, R. E.	5.00
Downs, N.	5.00
Drobisch, H. E.	10.00
Durfy, Leland, J.	10.00
Easton, Kimball G.	5.00
Eckart, C. F.	50.00
Eddy, Harriet C.	5.00
Einarsson, S.	2.00
Elia, Horatio Sanchez	10.00
Essig, E. O.	5.00
Etter, Albert T.	5.00
Fancher Creek Nurseries	25.00
Fisk, James K.	1.00
Flaherty, M. C.	5.00
Fobes, L. C.	1.00
Fox, John	10.00
Fresno Nursery Co.	25.00
Frost, Howard B.	1.00
Gaines, Howard R.	1.00
Gill, E. Nurseries	5.00
Gladding, Hope	1.00
Glendenning, Geo. N.	10.00
Gordon, G. E.	2.00
Grady, C. K.	5.00
Griffin, F. L.	10.00
Grinnell, J.	5.00
Guill, John J.	10.00
Haakonsen, Theo.	2.50
Hadley, F. E.	1.00
Hallowell, H.	2.50
Hampton, Chas. L.	1.00
Harding Nurseries	10.00
Harding, S. T.	10.00
Haring, C. M.	20.00
Hart, Walter Morris	10.00
Hartranft, M. V.	10.00
Heier, C.	1.00
Helt, Henry C.	5.00
Hendrickson, A. H.	5.00
Hibbard, P. L.	5.00
Hill, Albert E.	10.00
Hill, W. W.	1.00
Hodges, R. E.	25.00
Hoffman, A. H.	1.00
Holland, Abner W.	5.00
Honeywell, C. F.	10.00
Horne, W. T.	10.00
Horton, E. H.	5.00
Howard, W. L.	10.00
Hunt T. Francis	10.00
Hunt, Thomas F.	25.00
Hutchins, H. G.	2.00
Hunter, W. D.	1.00
Hyde, H. A.	10.00
Irish, Thomas H.	5.00
Jastro, H. A.	50.00
Johnson, E.	2.00
Jones, Miss K. D.	5.00
Jongeneel, L. W.	10.00
Kahzanoff, Amram	5.00
Karst, H. C.	1.00
Kieffer, D. L.	10.00
Keith, Rose S.	10.00
Keller, Geo. E.	5.00
Kellerman, A. F.	1.00
Kemp, W. W.	5.00
Kirkman Nurseries	10.00
Kruckeberg, Henry W.	10.00
Landsborough, L. M.	10.00
Landsborough, Winnie H.	5.00
Langille, H. B.	10.00
Lapeyri, F. J.	1.00
Ledyard, E. M.	5.00
Leavitt, Chet.	1.00
Lee, H. A.	10.00
Lee, Mark	10.00
Leslie, R. R.	10.00
Levy, Sophia H.	1.00
Lewis, E. P.	5.00
Limoneira Co.	50.00
Lipman, C. B.	25.00
Livestock Ex. of S. F.	1.00
Lockhart, R. R.	2.50
Long, Dewey	1.00
L. A. Farm Bureau (A. R. Rideout)	1.00
Lucksinger, O. F.	3.00
Luxton, Wilber F.	5.00
Mack, R. R.	5.00
McComas, E. W.	1.00
McCormick, Anne	1.00
McKevitt Corporation	25.00
Mead, Elwood	25.00
Mears, E. G.	5.00
Merrill, Grant	10.00
Merritt, Ralph P.	100.00
Mitchell, Lucius	5.00
Moffitt, J. K.	25.00
Moody, Robert O.	2.00
Morgan, Agnes F.	1.00
Morgan, David N.	10.00
Mulford, Walter	10.00
Muncy, W. M.	1.00
Nahl, Perham W.	10.00
Newman, Ralph	5.00
Nielson, L. H.	10.00
Noble, C. A.	5.00
Noyes, G. R.	15.00
Norton, W. D.	2.50
Overholzer, E. L.	10.00
Paige, Cutler	10.00
Pacific Rural Press	250.00
Patterson, Mary F.	2.00
Payne, Theo.	5.00
Paxton, Harry E.	5.00
Peixotto, Jessie B.	2.50
Pellissier, Leon	2.00
Pendleton, R. L.	2.00
Phillips, W. E.	5.00
Pierce, Geo. W.	20.00
Powell, H. A.	1.00
Powell, T. R.	5.00
Priestly, H. I.	5.00
Purvine, A. B.	1.00
Quiroga, Jose E.	5.00
Ralston, J. R.	1.00
Ralston, W. R.	5.00
Rice, Myron A.	10.00
Roadhouse, Chester L.	5.00
Robertson, C. E.	5.00
Roeding, Geo. C. Co.	100.00
Rogers, Frank L.	1.00
Rosecrans, W. R.	1.00
Rossi, Edmund A.	5.00
Rust, E. H.	10.00
Sampson, A. W.	1.00
Schimer, H. W.	1.00
Schnieder, G. L.	1.00
Schoonover, W. R.	10.00
Secrest, May	10.00
Setchell, W. A.	25.00
Shaw, Chas. F.	2.00
Sherman, Ethel	2.50
Shuey, Robert A.	10.00
Sinnard, L. G.	10.00
Smith, Alfred J.	5.00
Smith, Elizabeth H.	5.00
Smith, Leroy B.	5.00
Smith, Ralph E.	25.00
Snowden, R. R.	5.00
Sorensen, W. C.	2.00
Sprague, A. R.	5.00
Stabler, H. P.	10.00
Steadman, Donald E.	1.00
Stebbins, Lucy Ward	10.00
Strong, Lee A.	5.00
Sturtevant, Judge Geo.	5.00
Surr, Gordon	5.00
Taylor, Laurence W.	2.00
Teague, McKevett Co.	25.00
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Tippett, J. E.	5.00
Tobin, E. M.	3.00
Torossian, Aram	1.00
Tubbs, R .C.	1.00
Turner, F. C.	10.00
Utt, C. E.	100.00
Vaygouny, M.	10.00
Vrand, H. H.	1.00
Washburn, Henry	1.00
Waterhouse, W. G.	5.00
Warner, F.	5.00
Way, A. E.	2.50
Webber, H. J.	5.00
Webster, Philip	1.00
West Coast Nursery Co.	5.00
White, Alan R.	5.00
Wickson, Guest	25.00
Wilcox, Roy F.	10.00
Williams, E. T.	3.00
Williamson, Paul	1.00
Wilson, Ethel B.	1.00
Wing, W. P.	3.00
Wing, W. P.	2.00
Wood, Frank	25.00
Woodhouse, E. D.	1.00
Wrightson, H. W.	10.00
	$2,508.00

An Expression of State Gratitude

ONE of the greatest gifts a state can have is men of vision, men possessed of the courage from which progress is made and having the knowledge, the skill, the patience and the sense of humor to lead.

We did not have the privilege of personally knowing the late Professor Wickson, but we walk daily in his unforgotten footsteps and daily discover new evidences of his service to his beloved California, and so we hasten to add commendation to the idea of completing the memorial fund and establishing a permanent fellowship at the University at Berkeley in his name.

There is no way to measure, and no adequate way to mark the value of the half-century of leadership and love which he gave the state. He was not only the "father of horticulture" in California, but he was the father confessor of the state in many of its trials and the safe guide in its triumphs. His memorial is already written in living things: in orchards and fields, and homes and hearts; but it is a fair thing to ourselves to create this fellowship and give expression to our own gratitude. And the investigations which our offerings will make possible are the very things Professor Wickson would like and would approve.

Pacific Rural Press, May 9, 1925

An Artistic Arrangement of California Roses
Partial view of the exhibit of the American Rose Society, staged by its California members, at the recent California Spring Blossom Flower Show, in the Palace Hotel, San Francisco

Further Comments on the San Francisco Show

The exhibition of Spring flowering native and exotic plants held April 15 and 16, in the Palace Hotel of San Francisco (see issues of April 25, page 1427) was quite exceptional. The unique exhibit of wild flowers included nearly every variety known to the State, but this constituted only about one-half the show. Of the other half, consisting of cultivated plants, the exhibit by the American Rose Society was both the largest and the best, covering some eight or nine tables. It was the result of the initiative and enterprise of a few Pacific Coast members residing in the San Francisco Bay district; among those who helped arrange the display were Geo. C. Roeding, of the California Nursery Co., at Niles and Mrs. Derby of San Jose. All the blooms shown were grown in the open, but in spite of this, the display was fine throughout, the flowers being of good form, color and substance. It is pleasant to record that the fine Rose plants donated by Fred E. Howard of Los Angeles, were awarded to the State Prison (San Quentin) Garden Club, which had a really fine table display of Roses. The several flower clubs also did themselves proud with displays of native and exotic flowers. The importance of conserving our native plants and preventing their destruction was forcibly brought to the notice of the public; and if it is clear that the stand taken by the S. A. F. and O. H. at its Los Angeles convention in going on record as favoring legislation protecting the native flora of the several states was a wise one.

Important Organization Plans

Possibly the most important event in connection with the exhibition was a proposition to organize the "California Federation of Horticultural societies," thus affiliating the 100 odd clubs and associations into a central or State organization, much like the Associated Federation of Women's Clubs. A preliminary meeting on the evening of April 16, was presided over by Geo. C. Roeding as temporary chairman, who in presenting the matter, called attention to the fact that our horticultural development has in the past been along practical rather than esthetic lines. Since its economic phases have been, to a large extent, exploited, the time is now opportune to create a wider love for plant life among the people, so that both large and small exhibitions will become as pronounced in this State as they are in England and on the continent of Europe. "Many plant and garden lovers," he said, "are prone to believe that the time is propitious for the organization of a California Federation of Horticultural Societies, an organization which would in no way infringe on the rights and prerogatives of those now existing, but would strengthen them for the holding of exhibitions and the wider and more thorough exploitation and development of a robust love for the beautiful in plant life and the best methods for its attainment."

In the discussion which followed, the principal speakers were Miss Alice Eastwood of the Academy of Sciences, Lester Morse of C. C. Morse & Co., seedsmen, Eben Rexford of the U. S. Dept. of Agriculture, Mrs. C. C. Derby, member of the American Rose Soc., many of the members and exhibitors, also enthusiastically endorsed the idea. On motion, the appointment of a representative committee was authorized, to formulate a plan, to be submitted at a meeting of delegates to take place in San Francisco at an early date. At that time it is hoped to have present representatives from all organizations of California interested in plant life and kindred subjects, to perfect the organization—X. Y. Z.

Florists Exchange
May 2, 1925

Tradesman Elected President

To lead the National Society for the coming year, Fred. L. Atkins of the firm of Bobbink & Atkins was unanimously elected, as were the other names on the ticket given at the head of this report. In recognition of his ten years' work as editor of the Society and its *Annual*, J. Horace McFarland was presented by his fellow workers with two volumes, handsomely bound and suitably inscribed, of Ellen Willmot's, "The Genus Rosa," Dr. Mills making brief presentation remarks before relinquishing the chair to his successor.

Suggestions were presented by Geo. C. Roeding of Niles, Cal. that the Society (1) name a committee to suggest lists of 100 "best" Rose varieties for the various climatic sections of the country; and (2) stand frankly and emphatically for *true catalog descriptions*. On motion these recommendations were referred to the Board of Trustees, as was a cordial invitation from Portland, Ore.—extended by Frank C. Riggs, president of the Portland Rose Society—to hold a pilgrimage to, and its 1926 annual meeting in Portland next June.

Dr. Bailey Chief Speaker

The two day program (which included more or less informal sessions of both the National and the local society) was rendered notable and exceptionally interesting by a magnificent, typically inspiring address by Dr. Liberty H. Bailey of Ithaca, N. Y. on "The Rose and Mankind;" enthusiastic and encouraging reports by Geo. C. Roeding as noted, Dr. F. E. Bennett, president of the St. Thomas Horticultural Society of Ontario; Frank C. Riggs, representing the Northwest; L. B. Coddington of New Jersey, who told of his more than 6400 crossing experiments with Pernet, Butterfly, Sensation, Hadley and Templar in search of new and especially worth while things.

The dedication exercises formed the Monday afternoon session, and were held in an outdoor auditorium close by the Edmund M. Mills Memorial Rose Garden after an opportunity had been given to inspect this excellent municipal collection of some 6000 plants of a large number of varieties. The dedicated memorial was a central eight sided pavilion in green and gray, supporting in its center a low granite block to which are affixed two bronze tablets, one relating to the creation and naming of the Park itself; and the other naming the three gentlemen in whose memory the structure was given by their widows, Mrs. James M. Gilbert, Mrs. Hendrick C. Holden, and Mrs. Wm. Nottingham, all of Syracuse.

Florists Exchange
June 27, 1925
Report Am. Rose Society

Improved Packing Methods Insure Safe Long-distance Shipments of Big Trees

THE accompanying illustration, from a photograph taken April 20, 1925, on the grounds of the California Nursery Co. Niles, Cal. illustrates that firm's thoroughgoing method of packing valuable, large trees for long distance shipment.

In the case shown, 60 Cedrus libani (Cedar of Lebanon) were dug, crated and shipped to Reno, Nev. to be used in preparing for the Northern Transportation Exposition to be held in 1927. These trees were "side-boxed" a year ago in the following manner: A trench was dug around each tree and a three-sided box placed around the root ball, the fourth side then being nailed in place. Thereafter the soil was thrown back around the box and into it, then water turned in from an irrigation ditch to settle the soil around the tree.

In preparing the tree for shipment the following plan is followed: The earth is dug away from the box and the box is undermined until a bottom can be nailed on it. Then it is taken up by levers to the top of the ground when the framework, seen in the picture, is nailed on around the top to prevent damage to the lateral branches of the tree itself when loading it into freight cars. In the Nevada shipment from six to ten trees were loaded into a single car, some of the specimens being the full length of the 50ft. car.

All these trees are now planted in Reno, and there seems no question, in view of the way they were handled, that they will grow. The California Nursery Co. has for years made it a business to handle large specimen trees, and with remarkable success. All of the big palms used at the Panama-Pacific International Exposition in creating what was known as the Avenue of Palms, came from this nursery and were handled in identically the same manner as the trees here referred to. However, the weight of the palms was 30 tons each, whereas these Cedrus weighed from one and one-half to two tons apiece.

Florists Exchange
June 18, 1925.

Packing Large Cedars at the California Nursery Co., Niles, California

OAKLAND TRIBUNE JAN 22, 1922

Beautify Your Home with

Climbing Plants

MANY beautiful houses and public buildings have large bare walls that detract from the general beauty of the building itself and will not blend or harmonize with the general appearance of the grounds. There are many different varieties of the climbing plants, both evergreen and deciduous, that will cover these bare walls.

Some varieties of these deciduous climbing sorts are remarkable for their beautiful spring foliage and their brilliant fall coloring, such as the Ampelopsis; while the Ivy in turn has its beautiful green foliage the year round. The Begonias, Passion Vines, Jassamines are in general favor for their beautiful flowers. And nothing is more desirable than the Wistaria and Honeysuckle for both their scent and flowers.

GEO. C. ROEDING, President

California Nursery Company

Estab. 1865

(Oldest Nursery in the State)

NILES, CALIFORNIA

LOCATED ON MAIN HIGHWAY

S.F. EXAMINER FEB 9, 1922

Shade and Ornamental Trees
Shrubs, Plants, Vines and Roses
Also Splendid Stock of Fruit-Bearing Trees

Select Nursery Stock on the Grounds

Visitors Always Welcome Open Daily and Sunday

Illustrated Catalogue Mailed on Request

GEO. C. ROEDING, President

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(Oldest Nursery in the State)

NILES, CALIFORNIA

LOCATED ON MAIN HIGHWAY

We have an unusually fine stock of

Fruit Bearing Trees

for delivery next season

Some of our good customers and friends think of us as being a strictly ornamental nursery, but we wish to correct such an impression.

Our sales of fruit trees this last year represented a large percentage of our total sales.

Our stock of both ornamental and fruit-bearing trees will be larger this coming season than heretofore. There will be, however, many varieties of trees that we shall be short of again, and we therefore recommend your placing your orders with us as early as you can conveniently do so.

If you will send us your name and address we will mail you our new price list when printed.

GEO. C. ROEDING, President,

California Nursery Co.

Niles, Calif.

Beautify Your Home with Climbing Plants

MANY beautiful houses and public buildings have large bare walls that detract from the general beauty of the building itself and will not blend or harmonize with the general appearance of the grounds. There are many different varieties of the climbing plants, both evergreen and deciduous, that will cover these bare walls.

Some varieties of these deciduous climbing sorts are remarkable for their beautiful spring foliage and their brilliant fall covering, such as the Ampelopsis; while the Ivy in turn has its beautiful green foliage the year round. The Bignonias, Passion vines, Jassamines are in general favor for their beautiful flowers. And nothing is more desirable than the Wistaria and Honeysuckle for both their scent and flowers.

Complete Stock of Fruit and Ornamental Shade Trees, Plants, Vines and Roses.

Illustrated Catalogue Sent FREE

California Nursery Company

(Oldest Nursery in the State.)

NILES, CALIFORNIA

European Sycamores

THE EUROPEAN SYCAMORE (Plantanus orientalis) is beyond question one of the best shade and avenue trees in California. The tree is perfectly hardy and cannot be injured either by heat or frost and is practically free from any injurious insects and such pests. It is a very long-lived tree and is adapted to a wide variety of soil conditions.

The Sycamore will thrive with very little water if it is only given the proper care in becoming established. It can be allowed to go untrained into an enormous tree or it can be pruned down into almost any form desired. It does not sucker from the roots as some other trees do. Its shade is very dense on account of its natural compact growth.

Complete Stock of Fruit and Ornamental Shade Trees, Plants, Vines and Roses.

Illustrated Catalogue Sent FREE

California Nursery Company

(Oldest Nursery in the State.)

NILES, CALIFORNIA

Pacific Rural Press

Poplars

— for Avenue Planting —

THE LOMBARDY POPLAR, as pictured, is a tree of very erect slender form, reaching a height of seventy-five or eighty feet—a tree of extraordinary rapid growth; is very seldom attacked by the Borer, which is generally prevalent in other varieties of Poplar. The Lombary Poplar is possibly one of the most attractive avenue trees in the state, being a beautiful green throughout the entire summer and changing to a brilliant golden color in the fall. These trees can be transplanted practically at any size. They suffer no injury from heat or frost.

Next in order among the Poplars is the Carolina Poplar of a more spreading growth and larger leaf than the preceding. While this variety makes a beautiful avenue tree its principal value is in its dense shade.

Complete Stock of Fruit and Ornamental Shade Trees, Plants, Vines and Roses.

Illustrated Catalogue Sent FREE

California Nursery Company

(Oldest Nursery in the State.)

NILES, CALIFORNIA

FRUIT TREES

Write for Our Price List!

The Fresno Nursery C

FRESNO CALIFORN

Make Your Property More Valuable~

Plant Ornamental Trees, Shrubs and Plants.

Select Your Nursery

Stock on the Grounds

Visitors Always Welcome

Open Daily and Sunday

The California Nursery Co. has been intimately connected with the horticultural development of the Pacific Coast for fifty-five years, during which time we have enjoyed a patronage which we value very highly.

Illustrated Catalogue Mailed on Request

Geo. C. Roeding President

California Nursery Co.

Niles, California.

ROEDING TRUE TREES FRESNO

TREES

Improve your vacant land by planting it to Trees and Vines

Complete Assortment of

DECIDUOUS & CITRUS FRUIT TREES

ORNAMENTALS, VINES & ROSES

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ROOTS

ADAPTED TO ALL SOIL CONDITIONS

The Ideal Root for

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Write for Our Price List!

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Niles, California

California Cultivator Sept. 16/1922.

S.F. Bulletin 2/16/22

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Also Splendid Stock of Fruit-Bearing Trees

Select Nursery Stock on the Grounds

Visitors Always Welcome Open Daily and Sunday

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GEO. C. ROEDING, President

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(Oldest Nursery in the State)

NILES, CALIFORNIA

LOCATED ON MAIN HIGHWAY

TREES

OF ALL KINDS
DECIDUOUS
CITRUS
AND ORNAMENTAL
VINES and ROSES

Let us have your name and address and we will mail new Price List when printed.

Fancher Creek Nurseries

Fresno, California

54—ADV.

FRIDAY EXAMINER

Christmas Trees

FOR SALE

Sizes: 3 to 30 Feet

Beautiful specimen trees, suitable for Stores, Churches, Lodges, Clubs, Etc. Also for Homes.

Phone Niles 134

or motor out any day.

California Nursery Co.

On Main Highway,

NILES, CALIFORNIA

S.F. CHRONICLE FEB.16,1922

Shade and Ornamental Also Fruit-Bearing TREES

Here at Niles we grow the most complete assortment of DECIDUOUS ORNAMENTAL TREES, SHRUBS and CONIFERS and BROAD-LEAVED EVERGREENS to better advantage, possibly, than in any other section of California.

Make selection of Nursery Stock on the grounds.

Visitors always welcome. Open Daily and Sunday.

WRITE FOR CATALOGUE

GEO. C. ROEDING, Pres.

California Nursery Co. ESTAB. 1865

OLDEST NURSERY IN THE STATE

Located on Main Highway

NILES, CALIFORNIA

S.F. Argonaut -Oct. 1922

ORNAMENTAL FRUIT TREES

VINES AND FIELD GROWN ROSES

Open Daily and Sunday to visitors and purchasers

GEO. C. ROEDING, Pres.

California Nursery Company

(Founded in 1865 by John Rock)

NILES, CALIFORNIA

S.F. BULLETIN OCT. 23, 1922

ORNAMENTALS VINES AND FIELD GROWN ROSES

are as essential to your home *grounds* as fine furniture, rugs and tapestries are to your home *interior*.

YOUR estate will lack that charm which only shrubbery and flowers can give it, if you do not take advantage of the gifts of nature, which we have acclimated and cultivated for you.

Motor out to our nursery — weekdays or Sundays—and see our display. It's the Show Place of Alameda County — located on the main highway.

Geo. C. Roeding, Pres.

California Nursery Co.

(Founded in 1865 by John Rock)

Niles, Calif.

OAKLAND TRIBUNE OCT. 22 1922

ORNAMENTALS

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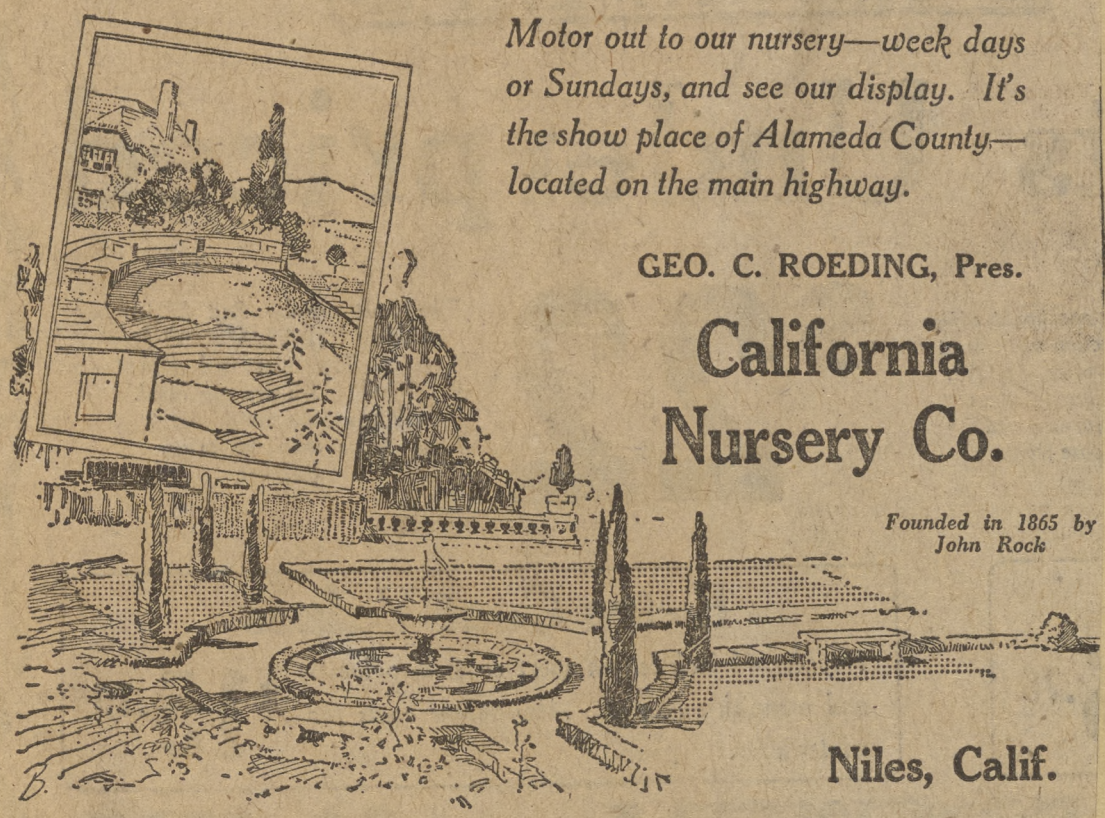

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GEO. C. ROEDING, Pres.

California Nursery Co.

Founded in 1865 by John Rock

Niles, Calif.

ORNAMENTALS AND FRUIT TREES

THE FRUITMAN FOR OCTOBER, 1922

Vines and Field Grown Roses

We have many attractive offers to make to the trade.

Send for Price List!

(Estab. 1865)

California Nursery Co.

NILES, CALIFORNIA

OAKLAND TRIBUNE NOV. 5, 1922

Shade and Avenue Trees

The European Sycamore—a popular avenue tree.

---will beautify your estate and make your property more valuable

GATHERED together in immense lath houses, the California Nursery Co. has growing specimens of over a thousand varieties of

TREES, PLANTS, VINES, ROSES and ORNAMENTALS

Motor out to the nursery and make your selection on the grounds.

Open Daily and Sunday

It's a delightful hour's ride from Oakland, on a paved highway.

GEO. C. ROEDING, Pres.

California Nursery Co.

(Founded in 1865 by John Rock)

NILES, Calif.

TREES

FRUIT

for your family orchard

ORNAMENTAL

for beautifying your home grounds

FEBRUARY is the ideal PLANTING MONTH!

Our assortment for you to choose from is complete. Our stock is vigorous and healthy. Authentic advice is gladly given to assist you in the selection of stock as well as the care and culture of same.

OPEN:
DAILY and SUNDAY.

Motor out to our Sales Yard and make your selection on the grounds. We are located on the main highway.

GEO. C. ROEDING, President.

California Nursery Co.

(Founded in 1865 by John Rock)

NILES, CALIF.

Oakland Tribune Feb. 4, 1923.

A Family Orchard on Your Own Home Lot

There Is Room for a Few Fruit Trees in Every Back Yard

There are many acres of wasted space in the back yards of every city. Every home lot has room for a few fruit trees that will give an ordinary family fresh fruit in season and leave some for preserving.

Look at your back yard and see how much space is being wasted.

A FEW FRUIT TREES WILL PRODUCE RESULTS

Beautiful in Spring and Productive in Summer. Every known variety of fruit trees will grow in the Bay region.

Measure up your back yard and motor out to the CALIFORNIA NURSERY AT NILES where you will be given the best advice as to what to plant and how to plant it.

THE CALIFORNIA NURSERY AT NILES maintains a corps of experts whose business it is to give expert advise to visitors. You will be told how and what to plant, and you can select what you want from the

LARGEST STOCK OF FRUIT TREES IN THE STATE

Call or Write to THE CALIFORNIA NURSERY, NILES, CAL.

Ornamentals

The Largest Stock of Ornamental Shrubs and Plants in the State.

A Few Flowering Shrubs and Plants Will Make a Permanent Garden That Requires Little Or No Care.

Select Just What You Want at The California Nursery at Niles.

Roses

Now Is the Time to Plant This Beautiful Garden Ornament.

The Newest Varieties and Largest Stock.

Only Well Rooted Plants, No Slips.

Visit the Great Rose Fields at The California Nursery at Niles.

Oakland Tribune, Feb. 11, 1923

ORNAMENTALS
Vines, Trees and Roses
---FOR SHADE AND BEAUTY

They become a living part of your home,—of ever-increasing pride to you, and to the passer-by.

Visit Our Display Grounds

—where practically every known variety of this plant life is being propagated.

CONSULT

our experienced men. They can authentically assist you in the selection of nursery stock as well as the culture of same.

OPEN: Daily and Sunday.

GEO. C. ROEDING, Pres.

California Nursery Co.

(Founded in 1865 by John Rock)

NILES, CALIF.

Oakland Tribune, Jan 31, 1923

February
is
Planting Time for:

FRUIT TREES
—in your family orchard

ORNAMENTALS
—to beautify your home place

WE have on hand at our Niles sales yard one of the finest assortments of Trees and Ornamentals ever offered in the Bay Section—at attractive prices.

Visit Our Sales Yard

OPEN

DAILY and SUNDAY

It's a delightful hour's ride from Oakland on a paved highway. To see this plant life growing, simplifies your selection.

GEO. C. ROEDING, *Pres.*

California Nursery Co.

(Founded in 1865 by John Rock)

NILES, CALIF.

Oakland Tribune Feb 18, 1923

ORNAMENTALS

SHRUBS, PLANTS VINES and ROSES

See them growing!

We have over 400 acres devoted to the propagation of this plant life. Our stock is vigorous and healthy.

Motor out to the Nursery!

OPEN: Daily and Sunday —and see for yourself what a varied and select assortment we have to choose from.

Questions pertaining to the planning of your home grounds are always invited.

Geo. C. Roeding, Pres.

California Nursery Co.

(Founded in 1865 by John Rock)

NILES, Calif.

O. Tribune, 1923

February
is

PLANTING TIME

---The ideal time to plant your family garden and beautify your home grounds

TREES (FRUIT and ORNAMENTAL)
SHRUBS, PLANTS, VINES and ROSES

are the gifts of nature that become a living part of your home. Of pleasure to you as well as the passerby.

We are specialists in the propagating of this plant life and have over 400 acres devoted to their culture.

Drive Out
to Our
SALES YARD

It's a delightful hour's ride from Oakland on a paved highway.

OPEN:
Daily and Sunday
—to Visitors and Purchasers.

Parties interested in beautifying home places will find it advantageous to make selection of trees and plants at our sales yard as we can authentically advise them on the care and culture of stock purchased.

GEO. C. ROEDING, Pres.

California Nursery Co.

(Founded in 1865 by John Rock)
Niles, Calif.

Oakland Tribune, Feb. 11, 1923.

ORNAMENTALS

SHRUBS, HEDGES VINES and ROSES

—have made this home attractive.

Our experienced men are always glad to acquaint customers with the habits and characteristic traits of ornamentals and plants which will insure you of beautiful and artistic home grounds the year round.

MOTOR OUT TO THE NURSERY!

and make your selection on the grounds. We have over 400 acres devoted to the culture of plant life. *It's the show-place of Alameda county.*

OPEN: Daily and Sunday. A delightful hour's ride from Oakland.

GEO. C. READING, Pres.

California Nursery Co.

(Founded in 1865 by John Rock)

NILES, CALIF.

Oakland Tribune, Dec 3, 1922

SHADE and AVENUE TREES

---lend grandeur to any scene

Of all man's works of art, a cathedral is greatest. A vast and majestic tree is greater than that.
—H. W. Beecher.

We have them growing in all sizes, from the small plants to those ready for immediate effects upon transplanting.

Questions pertaining to the selection and care of this plant life are invited by our experienced men who are in a position to authentically advise you on these subjects.

OPEN: Daily and Sunday

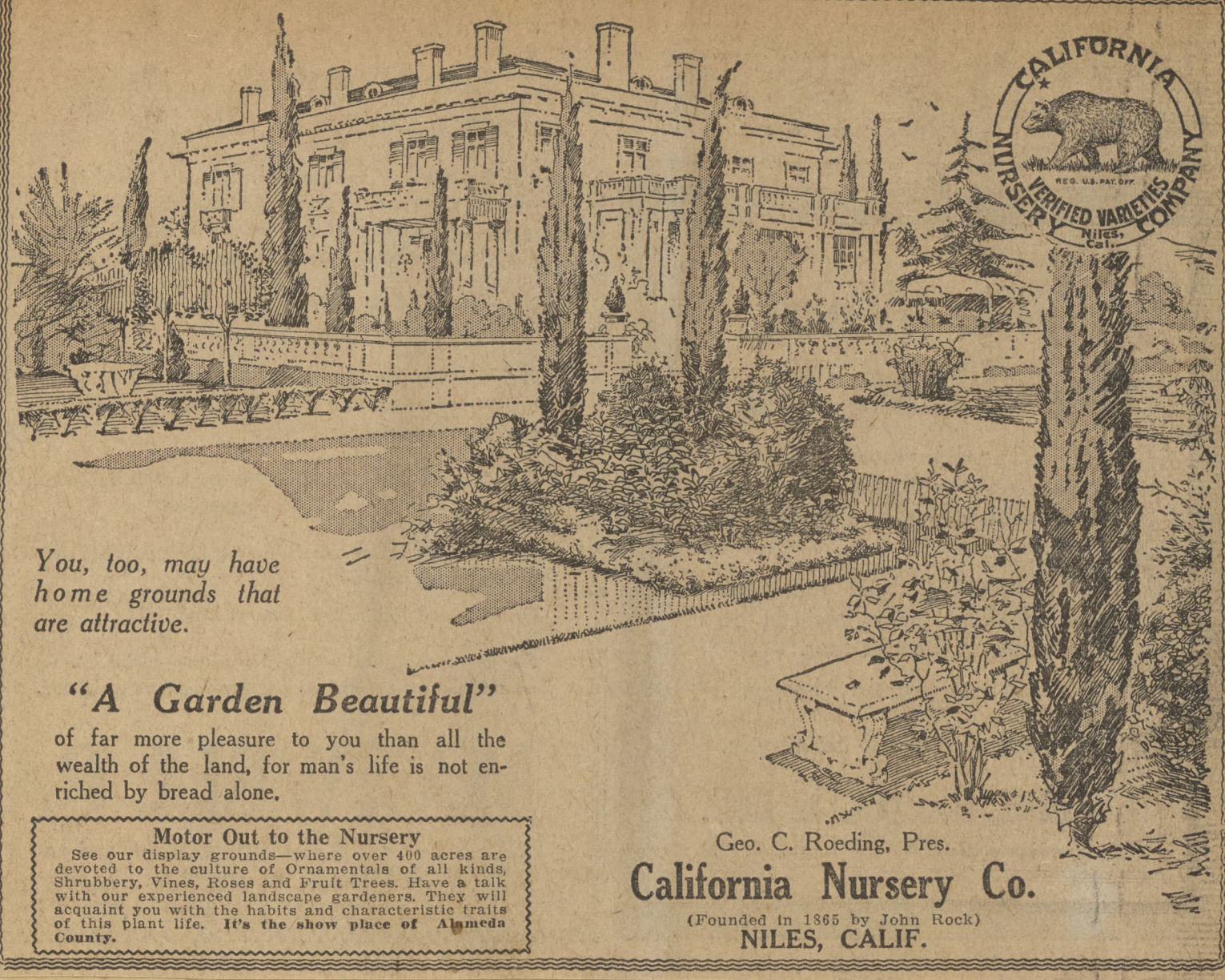
GEO. C. ROEDING, Pres.

California Nursery Co.

(Founded in 1865 by John Rock)

NILES, CALIF.

Oakland Tribune, 1922



You, too, may have home grounds that are attractive.

"A Garden Beautiful"

of far more pleasure to you than all the wealth of the land, for man's life is not enriched by bread alone.

Motor Out to the Nursery

See our display grounds—where over 400 acres are devoted to the culture of Ornamentals of all kinds, Shrubbery, Vines, Roses and Fruit Trees. Have a talk with our experienced landscape gardeners. They will acquaint you with the habits and characteristic traits of this plant life. **It's the show place of Alameda County.**

Geo. C. Roeding, Pres.

California Nursery Co.

(Founded in 1865 by John Rock)

NILES, CALIF.

Oakland Tribune, 1922

From a Barren Hillside Into a Palatial Garden

NO matter what the contour of your property may be, it can easity be converted into a beautiful garden spot by planting

Ornamental Shrubs, Plants, Vines and Roses

We are specialists in the propagating of this plant life and have over 400 acres devoted to their culture. Motor out to our grounds!

Our Nursery is always open to visitors--Sundays included

California Nursery Co.

Geo. C. Roeding, Pres.

Founded in 1865 by John Rock

Niles, Calif.

(On the Main Highway)

Oakland Tribune 1922

A Family Orchard On Your Own Home Lot

There Is Room for a Few Fruit Trees in Every Back Yard

There are many acres of wasted space in the back yards of every city. Every home lot has room for a few fruit trees that will give an ordinary family fresh fruit in season and leave some for preserving. Look at your back yard and see how much space is being wasted.

A FEW FRUIT TREES WILL PRODUCE RESULTS

Beautiful in Spring and Productive in Summer.

Every known variety of fruit trees will grow in the Bay region.

Measure up your back yard and motor out to the CALIFORNIA NURSERY AT NILES where you will be given the best advice as to what to plant and how to plant it.

THE CALIFORNIA NURSERY AT NILES maintains a corps of experts whose business it is to give expert advice to visitors. You will be told how and what to plant, and you can select what you want from the

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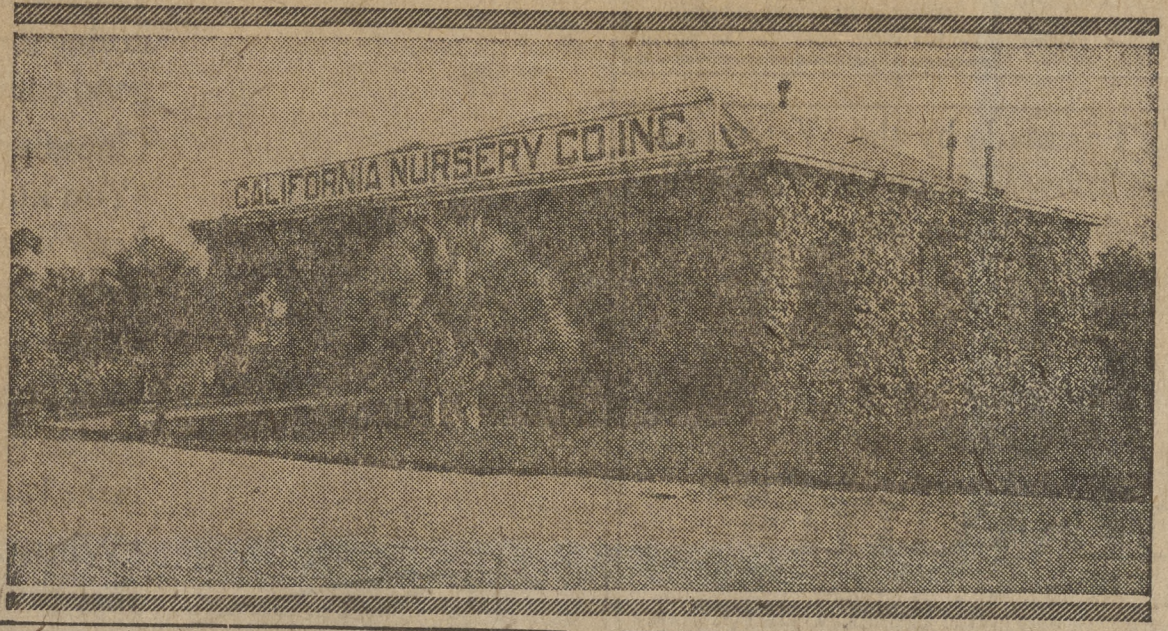

Ornamentals

The Largest Stock of Ornamental Shrubs and Plants in the State.

A Few Flowering Shrubs and Plants Will Make a Permanent Garden That Requires Little or No Care.

Select Just What You Want at The California Nursery at Niles.

Roses

Now Is the Time to Plant This Beautiful Garden Ornament.

The Newest Varieties and Largest Stock.
Only Well Rooted Plants, No Slips.

Visit the Great Rose Fields at The California Nursery at Niles.

S. F. Examiner, March 8, 1923

Dwarfed PEARS

on Quince Root

Very popular — bear earlier and yield larger and better fruit of some varieties. Require only small amount of space, hence adapted to small grounds and home use.

Plant Niles Giant Rhubarb

originated by us. Stalks from two to three inches in diameter—one stalk will make a pie.

Eucalyptus globulus compacta

(Bushy Blue Gum). Introduced by us. As a windbreak it is a very superior tree.

Roses, plants, shrubs, vines, ornamental and fruit-bearing trees.

Write for Catalog

California Nursery Co.

P. O. Box 403
Niles, Cal.

California Farmer
1921

THE CHARMS THAT ARE LASTING ---TO YOUR ESTATE

Shade and Ornamental Trees Shrubs, Plants, Vines and Roses

They add that charm and comfort to your home, which with age, only becomes more endearing

Motor out to our nursery—week days or Sundays, and see our display.

Our grounds are the show place of Alameda County.

Visitors and purchasers will find our Ornamental Nursery Grounds both interesting and instructive.

GEO. C. ROEDING, Pres.

California Nursery Co.

(Founded in 1865 by John Rock)

Niles, Calif.

Located on the Main Highway

Oakland Tribune 1923

It's worth seeing

—before you plant your
family orchard or *beautify*
your home grounds—

Our SALES YARD
at NILES

OPEN: Daily and Sunday
—to Visitors and Purchasers

WE have on hand one of the finest assortments of Trees and Ornamentals ever offered in the Bay Section — at attractive prices.

February Is the Ideal Planting Month

To see this plant life growing and receive authentic advice on the care and culture of same will make your choice of what you select in keeping with your home surroundings.

Geo. C. Roeding, Pres.

Californina Nursery Co.

(Founded in 1865 by John Rock)

NILES, CALIF.

Oakland Tribune 1913

The FRESNO NURSERY Co.

Established 1885

Headquarters for

FRUIT TREES, GRAPE VINES and ORNAMENTALS

Our nursery stock is grown under most favorable conditions in the choicest spots in California.

We are now making reservations for future deliveries, and will be glad to receive a list of your requirements for quotations.

Write for our latest price list.

THE FRESNO NURSERY COMPANY, Inc.

P. O. Box 615-A **Fresno, Calif.**

"Reliability, Quality and Service"

A Family Orchard on Your Own Home Lot

There Is Room for a Few Fruit Trees in Every Back Yard

There are many acres of wasted space in the back yards of every city. Every home lot has room for a few fruit trees that will give an ordinary family fresh fruit in season and leave some for preserving.

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LARGEST STOCK OF FRUIT TREES IN THE STATE

Ornamentals

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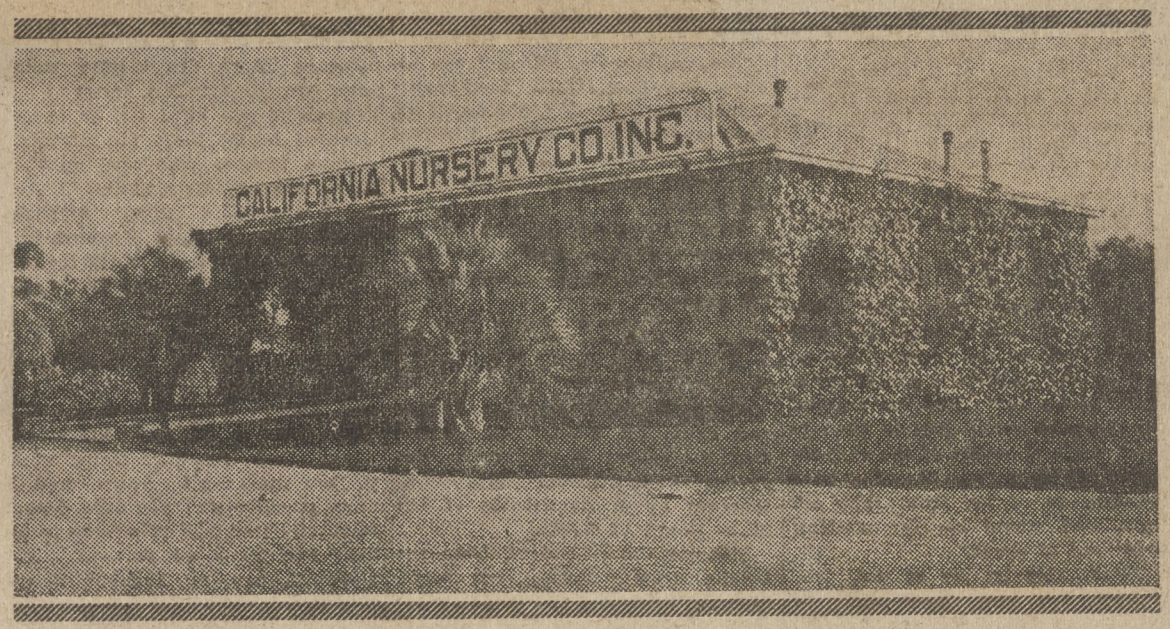

Roses

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The Newest Varieties and Largest Stock.

Only Well Rooted Plants, No Slips.

Visit the Great Rose Fields at The California Nursery at Niles.

Call or Write to THE CALIFORNIA NURSERY CO. AT NILES, CAL.

GEO. C. ROEDING, President

S. F. Journal
Mar. 11, 1923

S. F. Chronicle
Mar. 14, 1923

ANNOUNCING

ROSES

OUR ANNUAL OFFERING TO THE TRADE

Strong Field-Grown Plants — Grown for Quality

Quantity	Variety	Price
7000	**American Beauty,** H.P.	$0.25
1800	**Anna de Diesbach,** H.P.	.25
1200	**Arthur Goodwin,** Pern.	.45
*8000	**Baby Rambler,** Dwf. Poly	.25
1750	**Beaute d'Lyon,** Pern.	.30
1500	**Belle Siebrecht,** H. T.	.30
3000	**Betty,** H. T.	.25
*1150	**Billiard et Barre,** T.	.45
2800	**Black Prince,** H. P.	.30
2000	**Captain Christy,** H. T.	.30
1100	**Caroline Goodrich,** H. P.	.30
1700	**Cheerful,** H. T.	.50
*1300	**Cherokee**—Double Pink Cher	.30
*1000	**Cherokee** — Double White Cher	.30
*2550	**Clg. American Beauty,** H. P.	.25
*2000	**Clg. Belle Siebrecht,** H. T.	.30
*1800	**Clg. Captain Christy,** H. T.	.30
*2500	**Clg. Hoosier Beauty,** H. T.	.35
*1400	**Clg. Kaiserin Augusta Victoria,** H. T.	.30
*5200	**Clg. Lady Hillingdon,** T.	.50
*1150	**Clg. La France,** H. T.	.25
*1650	**Clg. Liberty**	.50
*1600	**Clg. Mlle. Cecile Brunner,** Poly	.25
*1700	**Clg. Papa Gontier,** T.	.30
*3200	**Clg. Perle des Jardins,** T.	.35
*1650	**Clg. Pink Maman Cochet,** T.	.30
*1100	**Clg. Sunburst**	.50
*1800	**Clg. White Maman Cochet,** T.	.30
1150	**Clio,** H. P.	.25
*2250	**Cloth of Gold,** Nois.	.35
1650	**Columbia P.**	.30
1650	**Conrad F. Meyer,** H. Rug	.25
1750	**Constance**	.50
*1100	**Crimson Rambler,** Poly	.25
*1350	**Dorothy Perkins,** Wich. H.	.25
1500	**Dean Hole,** H. T.	.30
1000	**Dr. Galloway**	.30
1000	**Duchess d'Auerstadt**	.40
1500	**Duchess of Wellington,** H. T.	.35
2400	**Erna Teschendorff,** Dwf. Poly	.25
5000	**Frau Karl Druschki,** H. P.	.25

(Varieties starred indicate Climbers)

This is a section of our 300,000 Budded Rose Block on Manetti Root. The "Boss" (Geo. C. Roeding), who returned from his Eastern trip on May 12th, is making an inspection of the Block

Quantity	Variety	Price
2600	**Gen. Jacqueminot,** H. P.	$0.25
11000	**Gen. McArthur,** H. T.	.30
900	**Gen. Superior Arnold Jensen,** H. T.	.30
2400	**Geo. Arends,** H. T.	.25
3000	**Geo. Dickson,** H. T.	.30
1000	**Gold of Ophir**	.40
1000	**Golden Emblem,** A. B.	.50
3150	**Georgeous,** H. T.	.35
1600	**Gruss an Teplitz,** H. T.	.25
5000	**Hadley**	.35
2600	**Harrison's Yellow,** A.B.	.30
1000	**Harry Kirk**	$0.40
3500	**Hoosier Beauty,** H. T.	.35
3450	**Hugh Dickson,** H. P.	.30
1500	**Irish Elegance,** I.S.	.30
1200	**Isabel**	.50
1700	**Jonkheer J. L. Mock,** H. T.	.30
1350	**Joseph Hill,** H. T.	.30
2800	**Juliet,** Pern.	.25
1250	**K. of K.,** H. T.	.45
4000	**Kaiserin Augusta Victoria,** H. T.	.30
2300	**Killarney,** H. T.	.30

(Varieties starred indicate Climbers)

CALIFORNIA NURSERY COMPANY

ESTABLISHED BY JOHN ROCK IN 1865

GEO. C. ROEDING, *President* — **NILES, CALIFORNIA** — T. A. SAND, *Manager*

Quantity	Variety	Price
1000	**Lady Dunleath,** H. T.	$0.40
5200	**Lady Hillingdon,** T.	.35
1000	**Lady Mary Ward,** H. T.	.40
2500	**La France,** H. T.	.25
1700	**La Marque Nois**	.30
2000	**Laurent Carle,** H. T.	.30
10360	**Los Angeles,** H.	.35
4000	**Lyon,** Pern	.35
2150	**Magna Charta,** H. P.	.25
2800	**Marechal Niel,** T.	.40
1400	**Margaret Dickson,** H.P.	.30
1450	**Marie Van Houttei,** T.	.30
2550	**Marshall P. Wilder,** H. P.	.30
1200	**Melody,** H. T.	.40
1350	**Miss Alice de Rothschild,** T.	.45
1100	**Cecile Brunner,** Poly.	.25
1000	**Mme. Alfred Carriere,** H. Nois.	.35
1600	**Mme. Butterfly,** H. T.	.30
2600	**Mme. Caroline Testout,** H. T.	.30
1000	**Mme. Collette Martinet**	.40
8280	**Mme. Edouard Herriot,** Pern.	.30
1000	**Mrs. A. Tate,** H. T.	.40
1200	**Mrs. Ambrose Riccardo,** H. T.	.45
1500	**Mrs. Aaron Ward,** H. T.	.35
2400	**Mrs. Chas. Russell,** H. T.	.30
2600	**Mrs. Geo. Shawyer,** H. T.	.30
1500	**Mrs. John Laing,** H. P.	.25
700	**Mrs. F. W. Vanderbilt,** Pern.	.40
1800	**Old Gold,** H. T.	.35
3700	**Ophelia,** H. T.	.30
1500	**Ophelia Supreme,** H.T.	.30
1500	**Papa Gontier,** T.	.30
2550	**Paul Neyron,** H. P.	.25
1100	**Perle d'Or,** Poly.	.30
1600	**Persian Yellow,** A. B.	.30
1600	**Pink Maman Cochet,** T.	.30
1650	**Premier,** H. T.	.35
3500	**Radiance,** H. T.	.30
2500	**Rayon d'Or,** Pern.	.35
1100	**Red Letter Day,** H. T.	.45
1600	**Red Radiance,** H. T.	.30
1150	**Reine Marie Henriette,** H. T.	.30
1250	**Richmond,** H. T.	.30
2650	**Soliel d'Or,** Pern.	.30
3900	**Sunburst,** H. T.	.45
1300	**Sunset,** T.	.45
1200	**Tausendschoen,** Poly.	.25
800	**The Bride,** T.	.30
3000	**Ulrich Brunner,** H. P.	.25
1650	**White Killarney,** H. T.	.30
2450	**White Maman Cochet,** T.	.30
*1000	**Wm. Allen Richardson,** Nois.	.35
1500	**Willomere,** Pern.	.30

(Varieties starred indicate Climbers)

-trees and PLANTS

NOW is the accepted time to place your order for **ornamental trees and shrubs, roses, climbing and trailing plants, fruit trees, grape vines and berry plants.** Our 1924 catalogue describes over 1000 kinds of ornamentals and fully 200 varieties of fruit trees. Send for a **Free** copy today.

California Nursery Co.
Niles, California

60 Years Growing PLANTS

Ever since 1865 we have been the largest growers of ornamental plants in the west, embracing all the standard evergreen trees and shrubs, roses, palms, bamboos, vines and trailers and fruit trees. Send for our 1924 catalog; it is **Free.**

California Nursery Co.
Niles, California

Our Big Plant Book

Is just off the press and we are anxious to send you a **FREE** copy. It contains 64 pages and describes 200 varieties of fruit trees and vines, and over 1000 different kinds of ornamental plants.

Send for your copy today.

California Nursery Co.
Niles, California

Series S.C. Ads.
1923— 1924

A MANAGER WANTED

One of the oldest and largest nurseries in california, specializing in the growing of ornamental plants in a large way, has an opening for an experienced plantsman to take complete charge. The place calls for a thorough knowledge of the commercial plant business at both the growing and selling ends; a man of personality, initiative, good executive ability and a practical knowledge of trade conditions. Give details covering experience, places of employment and references, and whether single or married. Salary will be made satisfactory to the applicant who qualifies. All correspondence confidential. Apply at once.

GEO C. ROEDING CO.,
485 California St., San Francisco, Calif.

American Nurseryman
1923

Oakland Tribune

Your Garden

by George C. Roeding

12/5/26

Oakland, San Francisco and the bay region should become noted for rose gardens. In accomplishing this every garden should have a few basic varieties which should not only be outstanding because of their harmonious color combinations, but in addition to this, there should be one rose which should predominate and be emblematic of the Golden State.

Many roses have been originated in recent years; comparatively few of which, however, have stood the test of being strong, robust growers and profuse bloomers. There are four varieties deserving of a place in our gardens; namely, Golden Emblem, Los Angeles, Mme. Edouard Herriot, Hoosier Beauty.

The first variety, Golden Emblem, should be universally planted. Roses are hard to describe. Still the following descriptions will at least give some idea of what may be expected in the way of blooms from the bushes in the early summer months of 1927 providing thrifty, well-rooted, budded plants are planted in the midwinter months.

Golden Emblem. An outstanding rose. Most wonderful in bud and flower. The buds, close wrapped and full, are of apricot yellow, striped with crimson on the outer petals. When open the rose is of the purest Cadmium yellow. The evenness and purety of the color tone in this rose is most remarkable, and it seems destined to become one of the world's most popular varieties among those who love to have a gold rose in their garden. The foli[illegible]e is bright elm green, and the [illegible]ms are strong and upright.

Los Angeles. [illegible]dinated in California. Its f[illegible] form and perfection of colo[illegible] made it acclaimed throughou[illegible] world as the pink par excelle[illegible] Its lovely buds are long and proudly pointed, gradually changing to blooms of perfect form, and of a color best described as flaming pink, springing from a golden setting. And with it all a valient bloomer, rose succeeding rose throughout the season, filling the garden with perfume and loveliness.

Mme. Edouard Herriot. A most individual rose with unsurpassed and unique coloring. Though named in honor of the wife of a premier of France, it is better known as "Daily Mail" by reason of winning the famous Gold Cup offered by that newspaper for the best new variety at one of the famous horticultural shows held in London. As a bedding rose it stands supreme, not only for its profusion of blooms, but for its vivid color tones and shading. A rose of medium size, and semi-double form. The old rose-colored outer petals curl back at the edge, disclosing a riot of color from coral red to flame scarlet, and the base of the petals touched with pure gold. The foliage is bright green and forms a fitting setting for this garden gem.

Hoosier Beauty. It is a pleasure to acknowledge that among the roses of intense crimson color this variety is one of the most distinctive. A robust grower, sending up long, strong stems crowned with buds so delicate and slender that it makes one wonder when expanding there is revealed a rose of size and perfect form. It possesses a beauty which will cause it to hold the highest place of admiration wherever it is grown.

There are other varieties, of course, which grow thriftly and flower profusely in the bay region. The gardener, however, who specializes in the four tested varieties named cannot go wrong. With these basic varieties, properly massed, his garden will present a striking display of color for many months of the year.

Next week George C. Roeding will discuss "Planning a Rose Garden."

NOVEMBER 28, 1926

HINTS FOR ROSE CULTURE IN THE BAY REGION

District Especially Suited for Growing of Roses, Expert Says.

By GEORGE C. ROEDING,
President California Nursery, Niles.

Few people realize how well adapted the entire bay region is to the very highest development of the rose. People who come from the eastern and the middle western states marvel over the fact of the freedom from disease of our rose bushes and their great wealth of bloom, commencing in the early spring months and continuing almost till midwinter. Naturally when people come from other parts of the world we want them to have something to talk about. Why then would it not be a most excellent plan to have the entire bay region recognized for its wonderful rose gardens?

December, January and February are the ideal months to plant roses, for long before the plants show any top growth they are making new roots, which stimulate the plants into a very active growth when the growing season starts, which is usually in the early part of March. Roses planted early, providing the purchaser exercises care to select well-grown strong plants with a heavy root system and a well developed head, may be expected to bloom profusely in the early part of May and continue to bloom until the late fall months.

HOW TO PRUNE.

Most planters will not cut back the top growth of the plants as they should be, and since this idea is usually endorsed by the average gardener, I want to emphasize the importance of shortening in the branches of the plants to at least eight inches and not leaving more than three branches to form the head of the plant. Do not leave more than six inches of root growth, and remove all lacerated roots, the idea being to have the roots clean cut so that they will readily callous over and form a starting point for new rootlets. It is far better to cut the roots back severely rather than not enough. The idea that the roots and top of a plant must be left intact as they are received from the nursery is an absolute fallacy and accounts very frequently for the weak growth in a plant.

Experience has demonstrated that the budded field grown plants give far more satisfactorily results than roses grown on their own roots, because there are many varieties which cannot be grown on their own roots successfully and others, because of the lack of an active root foundation. The wild stocks on which roses are budded cause them to respond with a strong wood growth and a consequent wealth of bloom.

Under the modern method of growing budded roses, where the wild stock is de-eyed and the buds are placed close to the root of the stock, the possibility of the wild stock sending out suckers is practically obviated.

HOW TO PLANT.

Generally speaking roses should be planted from two and a half to three feet apart. The Polyantha type, or more dwarf roses, may be planted even closer than this. When planting, dig a hole at least six inches larger in every direction than required by the roots when spread out in their natural position. Be sure to set the plant where the bud comes in contact with the stock so that it is at least two to three inches belod the surface of the ground. Always fill in with surface soil to within four inches of the top of the ground, tramping same down. Then make a basin around the plant and pour in 10 gallons of water. The following day, after this water has soaked away, fill in with loose soil.

Next week I will call attention to those outstanding varieties which are becoming recognized as standards by those who appreciate the value of the rose for garden adornment.

Oakland Tribune

Your Garden

Oakland Tribune
12/11/1926

by George C. Roeding

There is no flower of the garden that affords more pleasure by reason of form, color and fragrance, than the rose. Its periods of bloom in California cover pretty well the season from early spring until late fall, and in very much protected situations roses will bloom practically all the year around.

EARLY PLANTING ADVISABLE.

A rose garden in California is a very simple undertaking. Early planting is always advisable, and with it it is most important to secure strong, well rooted plants which are true to name. Few people realize the immense amount of care which a reliable nurseryman exercises to have the plants he sends out true to label. In order to derive a real pleasure from your rose garden, in addition to the satisfaction of having good blooms, it is necessary to be able to give your friends the names of varieties you have growing in your garden. Labels are so frequently false that a rough plat showing where the bushes are located by number will be of very material assistance in helping you to locate the varieties when they come in bloom.

DEFINITE DESIGN NEEDED.

In designing a rose garden, the first thought is to get something which will present a pleasing aspect to the eye. In planting a bed of roses, it is always advisable to place the strongest growers in the center and group the less vigorous growers around them. Among the many classes of roses, the hybrid perpetuals are the strongest growers, although they are not continuous bloomers like the hybrid teas and teas. For an outside border the polyanthas should be given the preference, because of their compact growth.

MASS THE COLORS.

Combinations of color are largely a matter of taste. A bed of roses should have at least two to four of a variety where space will permit, for after all it is a mass effect which draws your attention like a magnet.

To grow roses successfully it is necessary to have reasonably good soil. Spading your ground thoroughly and mixing it with well rotted manure will do much to induce a vigorous grwth in your plants and a response in bloom which will be most pleasing.

One point I want to make clear, and that is that it is not necessary to have a large tract of land to make a rose garden. There is such an endless variety of roses that they permit a very wide adaptability. The point to be seriously considered is to have a few roses in every garden. They may be planted in long walks. A rose hedge is a sight to behold, providing a single variety is used for this purpose.

There is no possible objection, when the space to be allotted to the rose is limited, to planting a few select roses of one or two of a variety. Where extensive plantings are to be made a number of plants of a variety should ge grouped together. Otherwise the effect is lost if a maze of varieties are planted.

Your Garden

12/21/1926

by George C. Roeding

Coniferous Trees as Garden Background

While evergreen trees of the cone-bearing class are of great ornamental value in the home grounds, many gardeners, through the absence of a well-developed plan, fail to make the most effective use of them as a part of the general garden scheme. There should, of course, be a well-considered plan at the time the garden is set out and whatever trees are used, whether evergreen or deciduous, should have their proper place in the scheme. In their planting, proper thought should be given to the future.

PLAN FOR FUTURE.

Gardens are sometimes seen in which, through lack of proper planning and foresight, trees have been set in positions where, as they attained their growth, they became entirely out of place. Sequoia gigantea or Sequoia sempervirens, for instance, the coast Redwood and the Big Tree of the Sierra, planted where they have only a few feet of leeway, simply because they are small trees when set out, will ultimately outgrow their surroundings and their gigantic size will either make them seem very much out of place, or will necessitate their removal. The Sequoia are trees that must have plenty of room. This is an important thing to remember, that the maximum size of a tree within a reasonable period of time should be kept in mind when it is planted. Most important of all, it should be remembered that the primary function of trees in the garden is as a background for the smaller trees and plants.

For the small garden, trees of less spreading habit and those which do not attain such great height are more satisfactory. The graceful, stately Italian cypress is a familiar sight in our gardens, and rightly so, because it furnishes a splendid setting for trees and shrubs without taking up too much room. The yew, or taxus, is also valuable for this purpose because it does not attain great size so rapidly and also because it can be kept within limits by proper pruning.

The **Chamaecyparis lawsoniana alumni**, or Scarob cypress, is also a most attractive coniferous evergreen for garden use. The native Monterey pine and Monterey cypress grow well here. A fine tree for formal garden effects is the **Truya**, or Arbor Vitae, particularly the type with a golden tinge to the foliage. The dwarf forms of **Thuya** are particularly adapted to the small garden.

The custom, which is rapidly taking hold, of decorating living Christmas trees in the home and later planting them in the garden, is giving added interest to the use of the coniferous trees as a part of the setting of home gardens. For this purpose, the **Cedrus deodara**, with its shapely arrangement of branches, and its graceful foliage, is particularly well adapted. Other conifers can also be used for this purpose, and if the roots are properly protected while the trees are in the home, they can be set out at New Year's, and grown successfully in the garden as a continuous reminder of Christmas celebrations in the past. There is even the tendency toward the Christmas decoration of coniferous trees of this sort out-of-doors. One community in California has gone so far as to adorn each Christmas eve a mile-long avenue of Cedrus deodara with colored electric lights to make a most attractive holiday effect. These trees, which have attained the height of almost sixty feet, are an impressive sight at all times of the year.

The sentiment connected with the living Christmas tree may well help to increase the proper appreciation of the important decorative place held by coniferous trees in the modern garden.

Oakland Tribune

JANUARY 2, 1927

Your Garden

by George C. Roeding

The Planting of A Spanish Type Home

With the growing popularity of the Spanish type of architecture for both large and small homes in California, increasing attention has been paid to the selection of plants which will give such a home the most appropriate garden setting.

Obviously the more formal type of garden, in which evergreen trees and shrubs predominate—such a garden as would appropriately set off an English Colonial type of a home—would be somewhat out place surrounding a Spanish type of dwelling. The garden of a Spanish home, as of any other type, must be in "character." It must carry out the general effect that the architect had in mind.

SUGGESTIONS FOR PLANTING.

Study of the most effective plantings about Spanish type homes indicates that they derive their charm from the semi-tropical effect obtained by grouping palms, bamboos, ornamental grasses, and similar plants. Berried shrubs are also used to give color. The general effect is not usually one of profuse growth, but rather of grouping of plants whose foliage harmonizes, and gives the effect one associates with the Spanish architecture.

Variety, of course, can often be obtained by occasional evergreen or deciduous flowering shrubs or trees, but in general some of the plants, listed below, properly massed, will give the appropriate setting for a Spanish or Mission type home:

Phoenix canariensis. Canary Island palm. The most popular and hardy palm in California. Foliage pinnate and a deep green color. Fine for lawns and large grounds.

Trachycarpus excelsa. Windmill palm. Hardy and fine for aligning drives and walks. Trunk slim and hairy; leaf segments narrow and flexible.

Washington filifera. California Fan palm. Trunk attains four feet diameter; leaves fan-shaped with whitish filaments.

Cocos australis. Pindo palm. Foliage glaucous green and recurved. One of the hardiest and best known palms in California; ornamental in most any situation.

Cortaderia argentea. Pampas grass. The pampas grass of the Argentine plains, appreciated for its beautiful silvery plumes. Distinct when planted in clumps as a garden ornament.

Cortaderia rol des rosea. Pampas grass. A winter bloomer. Leaves narrow; plumes rosy purple.

Miscanthus sinensis. (Eulilia japonica). Hardy perennial, resembling Pampas grass. Blooms have clusters of silky hairs, giving a pleasing feathery appearance.

Phyllostachys quilioi. (Bamboo) Our strongest, tallest and hardiest bamboo. Foilage variable, averaging from three to six inches long. Canes glossly green changing to yellow when ripe; strong when seasoned. Should be widely planted in California.

Bambusa fastuosa. (Bamboo) Strong and erect grower. Canes spring up straight as spears; when sheaths fall the canes are deep green, later the color changes to purple, then gradually ripens. Foliage dark green with yellow blotches. Fine as an addition to any garden.

Nandina domestica. A leafy shurb resembling a dwarf bamboo in looks; foliage pink-tipped in summer, in winter bronzy-red; berries scarlet-red. Fine as a tub plant and in the garden.

Photinia arbutifolia (Toyon) California holly. Native of California and known as the "Christmas berry." Admired for its handsome foliage and brilliantly colored berries. Does fine under cultivation.

Pyracantha angustifolia. Evergreen Hawthorn. A rather fast growing straggly shrub requiring some pruning; foliage long and narrow; flowers white; berries large and showy.

Pyracantha crenulata. Chinese Evergreen Hawthorn. A handsome variety; foliage long, narrow, glossy and dense; berries dark crimson and showy.

Oakland Tribune 1/16/1927

Your Garden

by George C. Roeding

Planting For English Type Home

The English home, with its steep gables and long sweeping roof lines, its tall chimneys and general atmosphere of regularity and formality, particularly needs the right sort of garden setting to bring out most satisfactorily its distincive characteristics. For this reason a massing of coniferous trees and other evergreens and of evergreen shoubs will afford a frame or a background to this type of dwelling which will show it up to the best advantage. There are certain coniferous evergreens such as the **taxus**, or yew, which can be readily shaped, and these, if used in proper proportion and kept in condition, lend a most pleasing air of symmetry to the garden of the English home.

The **Chamaecyparis lawsoniana alumi,** or Scarob cypress, and the Lawson cypress, as well as the various types of **Thuya,** or Arbor Vitae, because of their compactness and symmetrical shape, are most adaptable to smaller gardens. The tall, slender Italian cypress, particularly for corner plantings and situations of limited area, and occasionally for drives and avenues, will add much to the general effect.

The hedge is often an important element in the English garden and for this purpose the well-known Monterey cypress, among the coniferous evergreens, and the **Buxos sepervirens,** or boxwood, and the California privet, or **Ligustrum ovalifolium,** the **Euonymus japonicus,** and **Pittosporum tenufolium,** among the evergreen shrubs, lend themselves admirably to shaping and thus are effective for the creation of hedges.

In setting out the garden it is of course essential to have well established trees and shrubs with the roots well balled and the stock properly hardened. This is the time of year when such a garden as described for the English type home could best be set out. There will, of course, be the customary beds for annuals and perennials and for various ornamentals and shrubs, selected in accordance with the tastes of the owner. For the background of the English garden, however, to furnish its foundation planting, the following are among the varieties suggested:

Cedrus deodara. Indian cedar. One of the most popular park and avenue trees in California; carrying its limbs somewhat horizontal to the trunk clear to the ground, which makes it a favorite for specimen planting.

Cedrus libani. Cedar of Lebanon. Foliage dark green, growth massive and picturesque.

Chamaecyparis lawsoniana. Lawson cypress. A handsome pyramidal tree with short and spreading branches; branchlets crowned, pendulous, fern-like and feathery.

Chamaecyparis lawsoniana alumi. Scarob cypress. A variety of dense growth and columnar habit; foliage, decidedly glaucous with a pronounced blue metallic hue.

Cypressus arizonica. Arizona cypress. Growth compact; branches somewhat stout; bark red; foliage silvery blue; tree handsome and of good form.

Cupressus macrocarpa. Monterey cypress. The well-known cypress tree of California. Valuable for hedges, windbreaks, and as a shelter along the sandy seashore. Does well in all sections of the Pacific coast.

Cupressus sempervirens fastigiata. Italian cypress. A tall, slender growing variety with straight branches lying close to the stem; fine for lining drives and landscape work.

Pinus canariensis. Canary Island pine. One of our finest coniferous trees; leaves gathered in tufts all over the tree, giving it a striking appearance. Does well in all sections.

Pinus radiata. Monterey pine. A very handsome and picturesque tree; growth upright and rapid. Does well over a wide range of country.

Sequoia gigantea. California big tree. Handsome where the situation is ample either as a specimen or in groups. Tree has a straight trunk with thickly furnished branches. The opinion that it is a slow grower is erroneous; as a matter of fact in its younger stages it is a rapid grower.

Sequoia sempervirens. California redwood. Fine as a specimen and in mass effects. Branches stand out horizontally; leaves dark green with pale bands beneath. Should be more widely planted on this

Taxus baccata fastigiata. Irish Yew. Of upright growth, resembling a bundle of closely packed branches; foliage a very dark green; bears conspicuous red berries.

Taxus orientalis aurea nana. Berckman's golden arbor vitae. Dwarf, compact shrub; foliage a bright, lustrous, permanent yellow. Fine as a garden plant and for porch decoration.

Buxus sempervirens. Common boxwood. Handsome shrub of dense, compact growth. Leaves quite small, deep green. An ideal hedge plant more extensively used for shaping in various forms than possibly any other evergreen.

Ligustrum ovalifolium. California privet. Highly regarded as a hedge plant. A strong growing shrub with bright, medium sized foliage.

Oakland Tribune 1/28/27

Your Garden

by George C. Roeding

Planting for the Mediterranean Type Home

In the San Francisco Bay region, particularly, there has been a growing wave of popularity of that type of architecture characterized as "Mediterranean." The Mediterranean style, so the architects tells us, is more or less a Californian adaptation of the main features in the Italian and Spanish types. The walls are usually plaster, for the most part in some colorful tint. At times, however, the exterior walls are white, as in the Spanish type of dwelling. The roof is generally tile, and the whole effect is one of striking color contrast.

These characteristics of the Mediterranean type of home, together with the presence of the patio and loggia, afford a splendid opportunity for the landscape architect's skill. To obtain the right garden setting for a well designed Mediterranean type of home requires just about as much thought in the selection and arrangement of trees and shrubs as is required in the designing of the home itself. While with the Spanish type of home it was suggested that there be a considerable predominance of those plants such as palms, ornamental grasses, bamboos, et cetera, to suggest a tropical or semi-tropical setting, with the Mediterranean type more variety is possible and the skillful use of conifers and of evergreen and deciduous shrubs is desirable.

The following plants are suggested as among those which might well be included in the well planned garden of the Mediterranean type home:

Cupressus sempervirens fastigiata. Italian Cypress. A tall, slender growing variety with straight branches lying close to the stem; fine for lining drives and landscape work.

Chamaecyparis lawsoniana. Lawson Cypress. A handsome pyramidial tree with short and spreading branches; branchlets crowned, pendulous, fern-like and feathery.

Chamaecyparis lawsoniana alumi. Scarob Cypress. A variety of dense growth and columnar habit; foliage, decidedly glaucous with a pronounced blue metallic hue.

Pinus canariensis. Canary Island Pine. One of our finest coniferous trees, leaves gathered in tufts all over the tree, giving it a striking appearance. Does well in all sections.

Pinus radiata. Monterey Pine. A very handsome and picturesque tree; growth upright and rapid. Does well over a wide range of

Taxus baccata. English Yew. Tree or shrub with bushy head, densely branched, and covered with somber green leaves, but rather slow grower.

Taxus baccata fastigiata. Irish Yew. Of upright growth, resembling a bundle of closely packed branches; foliage a very dark green; bears conspicuous red berries.

Thuya orientalis aurea nana. Berckman's Golden Arbor Vitae. Dwarf, compact shrub; foliage a bright, lustrous, permanent yellow. Fine as a garden plant and for porch decoration.

Buxus sempervirens. Common Boxwood. Handsome shrub of dense, compact growth. Leaves quite small, deep green. An ideal hedge plant more extensively used for shaping in various forms than possibly any other evergreen.

Ligustrum ovalifolium. California Privet. Highly regarded as a hedge plant. A strong growing shrub with bright, medium sized foliage.

Cocos australis. Pindo Palm. Foliage glaucous green and recurved. One of the hardiest and best known palms in California; ornamental in most any situation.

Cortaderia argentea. Pampas Grass. The Pampas grass of the Argentine plains, appreciated for its beautiful silvery plumes. Distinct when planted in clumps as a garden ornament.

Phyllostachys quilioi. (Bamboo) Our strongest, tallest and hardiest bamboo. Foliage variable, averaging from three to six inches long. Canes glossy green changing to yellow when ripe; strong when seasoned. Should be widely planted in California.

Bambusa Fastuosa. (Bamboo) Strong, and erect grower. Canes spring up straight as spears; when sheaths fall the canes are deep green, later the color changes to purple, then gradually ripens. Foliage dark green with yellow blotches. Fine as an addition to any garden.

Nandina domestica. A leafy shrub resembling a dwarf bamboo in looks; foliage pink-tipped in summer, in winter bronzy-red; berries scarlet-red. Fine as a tub plant and in the garden.

Photina arbutifolia. (Toyon) California Holly. Native of California and known as the "Christmas Berry." Admired for its handsome foliage and brilliantly colored berries. Does fine under cultivation.

Pyracantha angustifolia. Evergreen Hawthorne. A rather fast growing straggly shrub requiring some pruning; foliage long and narrow; flowers white; berries large and showy.

Pyracantha crenulata. Chinese Evergreen Hawthorne. A handsome variety; foliage long, narrow, glossy and dense; berries dark crimson and showy.

This is intended to be but a partial or suggested list. There are many varieties which in proper combination can be used, including a proper massing of berried shrubs or of deciduous flowering shrubs and not forgetting such very attractive ornamental features as the flowering peach and flowering crab.

Oakland Tribune

Your Garden

by 2/7/27

George C. Roeding

Planting For Colonial Type Home

In planning the garden of the Colonial type home, an attempt should be made to have a garden scheme that harmonizes with this type of architecture and is in character with it. We are all familiar with the historic homes of our forefathers in America, such as Washington's home in Mt. Vernon and Jefferson's home at Monticello, and we are accustomed to thinking of those Colonial type dwellings in their setting of extensive, level lawn and towering, deciduous trees such as elms and maples.

Flowering shrubs such as, for instance, the lilac, appeal to us as appropriate for the Colonial garden, and vines and climbing roses are also among the expected garden features.

Formality and balance are, more or less, the note in the Colonial style of architecture, and this same characteristic should be reflected in the garden arrangement. For this reason, clipped hedges and shrubs that lend themselves to rather formal arrangement are appropriate.

As a suggestion to owners of Colonial type homes, the following list of trees and shrubs adaptable to this climate may be helpful.

TREES.

Acer macrophyllum. Large Leaved Maple. Oregon or California Maple. A handsome round-headed tree of spreading habit, and beautiful golden yellow foliage in autumn.

Castanea sativa. Spanish Chestnut. A round headed tree of great beauty; fine for roadside plantings. Speciment trees.

Crataegus cordata. Washington Thorn. A handsome small tree. Leaves triangular, lobed, deep glossy green; flowers white, followed by intensely red berries.

Fagus sylvaticus. European Beech. A mignificent tree of rather slow growth with slender twigs and branchlets.

Platanus orientalis. European Sycamore, Oriental Plane. A handsome tree of large proportions widely used in Europe for park and avenue planting. Foliage dense, bright green and five lobed; bark sheds from trunk and older branches in fall. One of the best street trees for California.

Populus nigra italica. Lombary Poplar. Trees of slender, erect and columnar habit, rendering it fine for narrow streets and driveways, also good backgrounds. Foliage somewhat triangular.

Ulmus Americana. American or White Elm. Tall growing and stately, one of the grandest of American trees.

Ulmus campestris. English Elm. An erect, rapid-growing tree of spreading growth. Branches sometimes more or less corky. Leaves small, remaining on tree late in fall.

Ulmus Hollandica vegeta. Huntingdon Elm. Compact and upright in habit. Foliage large, dense and dark green. Fine for avenue planting. Specimen trees, fourteen to sixteen feet.

Cydonia japonica. Japan Scarlet Quince. An old favorite. Flowers brilliant scarlet. Makes an impassable and beautiful flowering hedge.

Prunus persica. Flowering Peach. Highly prized for the great masses of double flowers borne early in spring before leaves appear. For best results they should be heavily pruned each year as soon as they have finishing blooming. There are several forms and colors, as follows: Double Red, Double Rose, Double White.

Pyrus atropurpurea. Flowering Crab Apple. Growth strong. Flowers semi-double, long stems, deep purplish red in bud, shell pink when open.

Magnolia grandiflora. A large, handsome tree; foliage bright glossy green, and large flowers pure write, six to eight inches in diameter. Fine as a specimen, planted in rows and groups.

SHRUBS.

Cornus florida. Flowering Dogwood. Shrub or small tree. Foliage wavy, glaucous underneath; flowers white, about four inches across.

Hydrangea arborescons sterilis. Hills of Snow. Shade-loving shrub. Flower cymes snow-white, blooms from early to late summer. Valuable where the temperature is too low for the more tender sorts.

Philadelphus coronarious. Garland Springa. Large shrub. Flowers creamy white, medium size and fragrant as orange blossoms.

Spiraeo punifolia flore bleno. Bridal Wreath. Small shrub with long, very slender branches. Flowers very double and pure white, borne along the branches before the leaves appear.

Spiraea vanhouttei. A handsome pendulous bush. Flowers pure white. Fine for grouping and borders.

Syringa alba grandiflora. Lilac. [illegible] grower. Flowers single and pure white.

[illegible] Chas Joly. Lilac. Flowers violet purple, very double.

Viburnum opulus sterile. Common Snowball. A popular shrub. Foliage brilliantly colored in the fall; flowers white, borne in clusters late in spring.

VINES.

Ampelopsis quinquefolia. Virginia Creeper. Foliage large, turning scarlet in autumn; flowers borne on red stalks.

Ampelopsis tricupsidata. Boston Ivy. Foliage dense and glossy, turning red in fall. Adheres tenaciously to brick and stone walls, and even wood.

Bignonia venusta. Flaming Trumpet. A really fine variety. Foliage dark green; flowers bright orange and large. A winter bloomer.

Clematis flammula. Slender, but vigorous. Foliage dark green, stiffish and semi-persistant; flowers abundant, small, pure white and fragrant.

Hedera colchica dentata. Giant English Ivy. The largest leaved variety of all.

Wistoria chinensis. Chinese Wisteria. Flowers light purple-lavender, borne in racomes nearly a foo long.

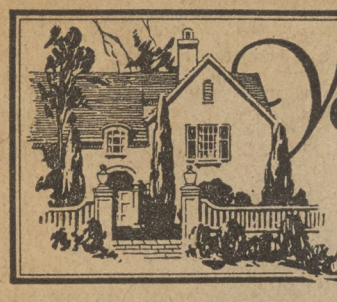
HEDGES.

Buxus sempervirons. Commo Boxwood. Handsome shrub c dense, compact growth. Leave quite small, deep green. An ide hedge plant more extensively use for shaping in various forms than possibly any other evergreen.

Ligustrum ovalifolium. California Privet. Highly regarded as a hedge plant. A strong growing shrub with bright, medium sized foliage.

Euonymus japonious. Japan Fine, upright shrub of moderate size and rather compact growth. Foliage and bark are clear, dark green. Has many variegated forms.

Pittesporum tenuifolium. Growth about the same as Pittouporum ougenioides, which, if grown singly, will make quite a good-sized, handsome tree, but more often used in hedges. Leaves rather small and dark green. Particularly remarkable for its black flowers and stems.



Your Garden

Oak Tribune 2/13/27

by George C. Roeding

From among the many questions asked me from time to time upon garden matters, I have selected a few and have endeavored to answer them in such a way as to give some guidance to home gardeners of the bay region who may face similar problems.

PLANTING ROSES.

"Please suggest (a) the best time to plant roses and (b) the best varieties that do best in the bay region."—A. O. L., San Francisco.

(a) In our climate the winter months are the best period for planting roses, with recommendation in favor of early planting. In fact, from now until April 1, dormant roses with bare roots can be set out and after that time, of course, potted plants can still be set in the garden.

(b) There are so many fine roses that do well in the bay region that it is rather difficult to make a selection. From the standpoint of profusion of bloom, beauty of form and color, and thrifty growth, the following are among the most satisfactory: Golden Emblem, a hybrid tea rose, apricot-yellow striped with crimson along the outer petals; Los Angeles (hybrid tea), a California orgination of flaming pink; Madame Edouard Herriot (hybrid tea), also called "Daily Mail," colored old rose with a cash of coral red and flame scarlet and a touch of pure gold at the base of the petals; Hoosier Beauty (hybrid tea), an intense crimson rose of rapid growth. Among the climbing roses, the Cecile Brunner (a Polyantha type) is most vigorous and almost constantly in bloom. American Pillar and Paul's scarlet climber are also very satisfactory. Among the Polyanthea bedding roses, I should recommend particularly Lafayette, a cherry-crimson rose, which blooms constantly and is wonderful for massing.

BUDDED ROSES.

"What are budded roses and what is their advantage?"—A. D., Berkeley.

"Budded roses" are those in which a bud of some choice variety is set in a hardier stock, such as the Manetti, a wild rose which grows thriftily, endures extremes of climate, and forms a strong root system the first season. The advantage comes in the stronger growth of the budded plant and the much greater profusion of bloom as well as strength to resist adverse weather conditions. Budded roses grow far more vigorously than those on their own root, in most cases. They are longer lived, as well.

EFFECTIVE HEDGES.

"What hedge plants would you suggest that will give an effective color as well as symmetrical form?"—W. L. P., San Mateo.

There are many plants which will furnish an acceptable hedge and for part of the year at least will supply a mass of bloom or of color. Some of the berried shrubs are to be recommended for this purpose, such as, for instance, the evergreen hawthorn, or Pyracantha angustifolia; for a low hedge-like edging, the Cotoneaster horizontalis and the Cotoneaster microphylla have both been used most successfully. Some of the forms of Privet have fairly showy white flowers that add a touch of variety to a very acceptable hedge. The Darwin's Barberry (Berberis darwini), like the prostrate forms of Cotoneaster, can be used to create interesting and colorful low hedge which might perhaps more properly be termed edging. Some of the strong growing roses of the Polyantha type, such as Lafayette, are to be recommended for the creation of a most interesting and colorful flowering hedge.

FRUIT TREES.

"Please suggest some fruit trees for the home garden which will bear in the bay region."—M. W. E., Mill Valley.

The flowering varieties are among the fruits that can be grown satisfactorily in this region: Bartlett pear, Black Tartarian cherry (June), Bing cherry (July), Santa Rosa plum, Burton prune, Moorpark apricot, early Crawford peach, Stanwick nectarine, Duro black fig. These are all standard, well tested varieties which experience has shown will bear fruit in this vicinity.

Editor's Note: In this column Roeding will answer gardening questions dealing with selection of plants, method of planting and cultivation, etc. Address: George C. Roeding, Niles, California.